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CONSUMER CULTURE, IDENTITY AND WELL-BEING: THE SEARCH FOR THE GOOD LIFE AND THE BODY PERFECT (PAPERBACK)

EUROPEAN MONOGRAPHS IN SOCIAL PSYCHOLOGY



Consumer Culture, Identity and Well-Being

The Search for the 'Good Life' and the 'Body Perfect'

Helga Dittmar

With contributions from Emma Halliwell, Robin Banerjee, Ragna Garbarsdóttir and Judita Janekovic

Taylor Francis Ltd, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Advertising, materialism and consumption are central aspects of contemporary Western culture. We are bombarded with idealised images of the perfect body, desirable consumer goods, and affluent lifestyles, yet psychology is only just beginning to take account of the profound influence these consumer culture ideals have on individuals sense of identity and worth. Consumer Culture, Identity, and Well-Being documents the negative psychological...

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- Authored by Helga Dittmar
- Released at 2010



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