The Consumption of Culture, The Culture of Consumption. Edition No. 1

Description: What features does the modern cultural consumer have? What culture of consumption is he/she concerned with? What are the relevant determining factors in his/her choice to consume? What is the role of management and organizations in society, especially in terms of production, consumption? Dr Vecco presents a collection of contributions focusing on the state-of-the-art research into cultural consumption and cultural markets, which are destined to play a significant role in our society as they become more and more immaterial and knowledge-based. She also deals with related social and economic behaviour. An extensive analysis, from an interdisciplinary point of view, contributes to questioning and constructing the material conditions and meanings of the consumption of culture. The book is structured in two main sections: economics and marketing, and sociology. Some information is in the form of surveys; other data and ideas are aimed at building models of market behaviour. Several case studies complete the work.

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