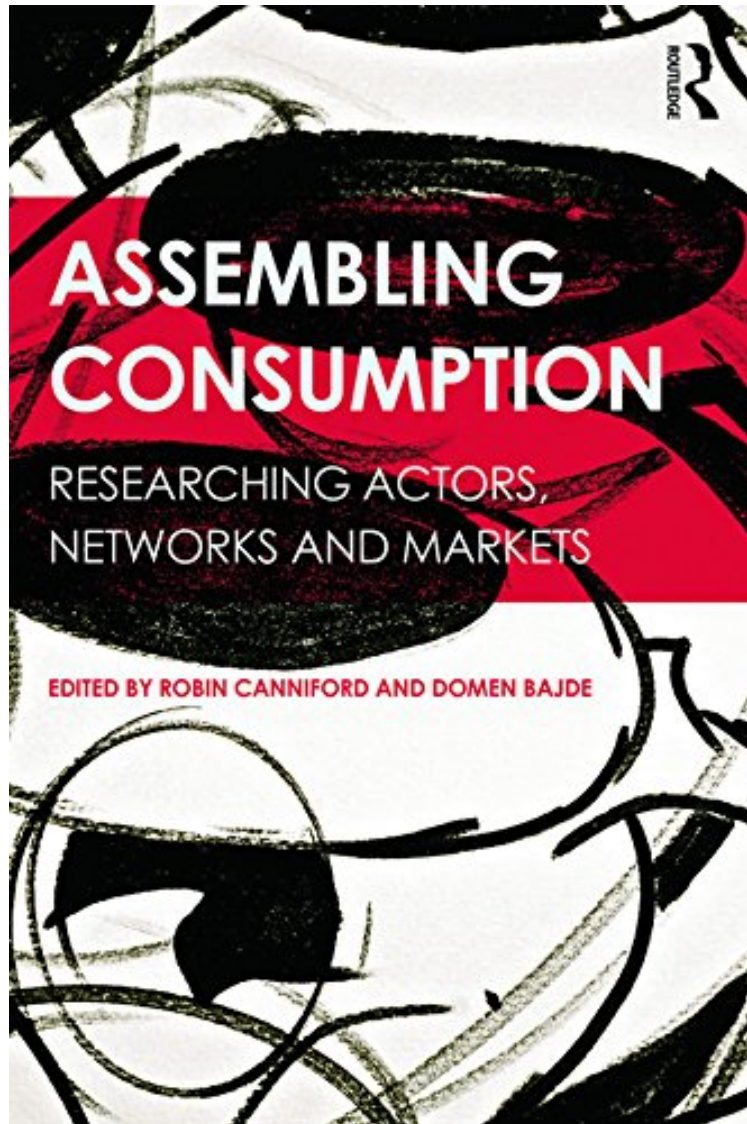


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Assembling Consumption: Researching actors, networks and markets

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0 of 4 people found the following review helpful. Ridiculous.By ConsumerSociologistWhile I acknowledge the need to broaden the conversation regarding the material meets social individual, I found this set of readings fairly ridiculous. The idea of granting material objects (tables, chairs, etc.) agency in the same sense of humans, or even

aggregations of humans, structures, etc...is a bridge too far for me. When tables and chairs start talking to me, and I start granting them human-like agency, I either call a psychiatrist or the Republican National Committee and Clint Eastwood. This gives goofy a bad name.

Assembling Consumption marks a definitive step in the institutionalisation of qualitative business research. By gathering leading scholars and educators who study markets, marketing and consumption through the lenses of philosophy, sociology and anthropology, this book clarifies and applies the investigative tools offered by assemblage theory, actor-network theory and non-representational theory. Clear theoretical explanation and methodological innovation, alongside empirical applications of these emerging frameworks will offer readers new and refreshing perspectives on consumer culture and market societies. This is an essential reading for both seasoned scholars and advanced students of markets, economies and social forms of consumption.

"*Assembling Consumption* is the definitive guide to understanding how the assemblage concept can bring new insights to understandings of consumer culture. Canniford and Bajde gather leading scholars working in this area to demonstrate methodological and empirical applications of these emerging theories. If you are considering using an assemblage approach, or simply want to remain on the cutting edge of consumer-culture research techniques, this volume is a must-read." Giana Eckhardt, Professor, Royal Holloway, University of London "Researchers, assemble yourselves! In this handy, useful guide, you (and you!) will find assemblage and actor-network theories composed such that their edifying value can be assessed, not tamed. *Assembling Consumption* affords the novice transformational entrance through impassioned texts that invite a re-doing and re-expression of the territories occupied by "consumer" and "market(ing)" in an epoch of heterogeneous, emergent networks, compression and instantaneity." Eric Arnould, Professor, University of Southern Denmark

About the Author Robin Canniford is Co-director of the Cluster for the study of Organisation, Society and Markets (COSM) at the University of Melbourne, Australia. His research applies ethnographic methods to trace the market-mediated intersections of discursive environments and consumer subjectivity. He is particularly interested in the intersections of nature and markets. His work has appeared in *Marketing Theory*, the *Journal of Consumer Research* and the *European Journal of Marketing*. Domen Bajde is Associate Professor at the University of Southern Denmark. His research explores the intersection of pro-social action and markets, giving and charitable behaviour and online consumer behaviour. His recent research combines different socio-cultural perspectives to explore the ideological and socio-material aspects of practices occurring at the intersection of gift and market. His work has been published in *Consumption, Markets and Culture*, *Marketing Theory and Behaviour* and *Information Technology*.