



Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities (Midland Book)

By Grant David McCracken

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- Sales Rank: #874583 in Books
- Published on: 1990-11-22
- Released on: 1990-11-22
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .60" w x 6.12" l, .74 pounds
- Binding: Paperback
- 192 pages

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About the Author

Grant McCracken is a member of The MIT Laboratory for Branding Cultures and a visiting scholar at McGill University and author of several books.

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