



The Inscrutable Shopper: Consumer Resistance in Retail (The Consumer Behavior Collection)

Stella Minahan

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The book highlights research undertaken by marketers, social researchers and anthropologists who have an interest in this field. Anti consumption is of relevance to practitioners and academics as it is important to understand consumer trends and values. The book has a particular relevance to professionals employed in marketing, retail and associated industries, who need to consider anti consumption as an influence on their target markets. The study of anti consumption can be seen as the 'flip side' to marketing which aims to understand promotion of consumption.

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