



The World of Goods: 6 (Mary Douglas: Collected Works)

Professor Mary Douglas, Mary Douglas, Baron Isherwood

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First published in 1979, this volume introduces a cultural factor to theories of consumption. *The World of Goods* goes beyond standard economic analyses, which rely on theories of individual psychology. Douglas studies how consumers use goods to fulfil their intentions in regard to one another. *The World of Goods* insists that goods are wanted for social purposes, for sharing and giving, more than for the private enjoyment that is the pivot of utilitarian explanations. This book offers a completely original way of thinking about consumption as a series of rituals.

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