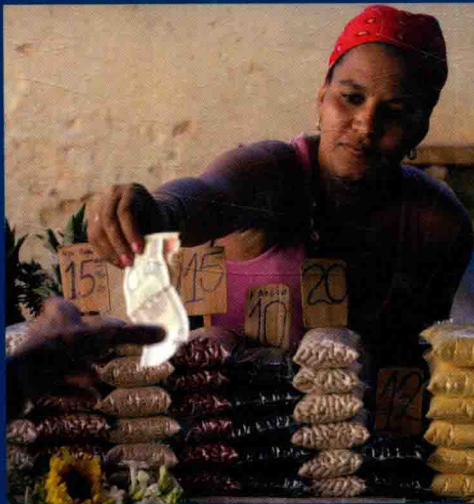


THE WILEY BLACKWELL ENCYCLOPEDIA OF CONSUMPTION & CONSUMER STUDIES

Edited by DANIEL THOMAS COOK and J. MICHAEL RYAN



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The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies

Edited by

*Daniel Thomas Cook
and J. Michael Ryan*

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