
Consumerism in World History

The global transformation of desire
Second edition

Peter N. Stearns

Contents

<i>Preface</i>	vii
<i>Acknowledgments</i>	xi
1 Before modern consumerism	1
PART I	
The emergence of consumerism in the West	15
2 The emergence of consumerism	17
3 The first causes of consumerism	27
4 Consumerism across the Atlantic: an early imitation	40
5 The explosion of consumerism in Western Europe and the United States	47
6 The dark side of Western consumerism	66
PART II	
Consumerism goes global	79
7 Consumerism in Russia	83
8 Consumerism in East Asia	92
9 Consumerism in Latin America	111
10 Consumerism in Africa	115
11 Consumerism in the Islamic Middle East	126

PART III	
Consumerism toward the new century	137
12 Consumerism in the contemporary world	139
13 Conclusion: who wins – consumerism or consumers?	153
<i>Index</i>	160