



Shopping with Freud

Rachel Bowlby

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What is a consumer? *Shopping with Freud* looks at some of the surprising ways in which the consumer subject appears in a range of writings - from literature to marketing psychology to psychoanalysis.

Rachel Bowlby shows how ideas about consumption are brought to bear on contemporary conceptions of choice in areas that seem far removed from a straightforward matter of shopping. She also shows that arguments and assumptions about the psychology of consumers themselves throw light on general questions of human psychology.

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