



Shop 'til You Drop: Consumer Behavior and American Culture

Arthur Asa Berger

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Are Americans obsessed with shopping? *Shop 'til You Drop* is a lively look at our consumer culture and its role in our everyday lives and society. Is the United States different from other first-world nations in the amount of time we spend shopping or in our attitudes toward consumption? Are we one unified consumer culture or are several cultures operating and battling against one another? Arthur Asa Berger uncovers the answers to these and other questions, considering the sacred roots of consumer culture, the demographics of consumption, theories about competing cultures, and the semiotics of shopping. Accessibly written and entertaining, *Shop 'til You Drop* is ideal for courses in cultural studies, advertising, and American studies, as well as for anyone curious about our nation's drive to consume.

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