

Materialism & Militarism: De Tocqueville on America's Hopeless Hurry to Happiness Floyd W. Rudmin	110
Product Dynamism and the Law Anita Bernstein	113
Materialism Research: Suggestions for New Directions Kathleen S. Micken	121
Look at the Consumption Community Concept Through a Psychological Lens Monroe Friedman Piet Vanden Abeele Koen De Vos	126
A Psychographic Approach to Materialism Anthony Hendrickson Hubert Morrisette	128
Materialism and Self-Indulgences: Themes of Materialism in Self-Gift Giving Kim K.R. McKeage	140
Materialism and Care for Others John Williams Wendy Bryce	149
Material Culture and the Food Supply Wayne C. Pfeiffer	158
On the Role of Critical Theory in the Analysis of Consumption William Kilbourne	161
Materialism as a Fundamental Mistake about Value E.J. Bond	164
Cross-Cultural Materialism: Commodifying Culture in Japan Mary Yoko Brannen	167
Woman in a Material World: Two Interpretations of A Consumer Case Study Stephen Arnold Eileen Fischer	181
For the Love of Money: Materialism and Product Love Aaron Ahuvia	188
Commercial Influences in Literature and Culture In the Postwar Era: Major Findings of a Ten-year Research Project Monroe Friedman	199
Media Images, Materialism, and What Ought to Be: The Role of Social Comparison" Marsha Richins	202
Conflict over Commercialism: Adversaries, Advocates and Adbusters Rick Pollay	207
Commercialism, Materialism, and Ethics: Some Observations Kim B. Rotzoll	208