

SO240: Commercial Cultures in Global Capitalism

View Online



[1]

A. Ahmad, *New age globalization: meaning and metaphors*. Basingstoke: Palgrave Macmillan, 2013. Available:
<http://0-www.palgraveconnect.com.pugwash.lib.warwick.ac.uk/doi/10.1057/9781137319494>

[2]

A. Appadurai, *Modernity at large: cultural dimensions of globalization*, vol. *Public worlds*. Minneapolis, Minn: University of Minnesota Press, 1996. Available:
<http://0-hdl.handle.net.pugwash.lib.warwick.ac.uk/2027/heh.06472.0001.001>

[3]

A. Appadurai, *Modernity at large: cultural dimensions of globalization*, vol. *Public worlds*. Minneapolis: University of Minnesota Press, 1996.

[4]

A. Arvidsson, *Brands: meaning and value in media culture*. London: Routledge, 2006.

[5]

B. H. Chua, *Consumption in Asia: lifestyles and identities*, vol. *The new rich in Asia series*. Abingdon: Routledge, 2000.

[6]

P. du Gay, 'Guest Editor's Introduction', *Consumption Markets & Culture*, vol. 7, no. 2, pp. 99–105, 2004, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/1025386042000246179>

[7]

J. Entwistle, 'The Cultural Economy of Fashion Buying', *Current Sociology*, vol. 54, no. 5, pp. 704–724, Sept. 2006, Available:
<http://0-csi.sagepub.com.pugwash.lib.warwick.ac.uk/content/54/5/704.full.pdf+html>

[8]

J. Gamble, *Multinational retailers and consumers in China: Transferring organizational practices from the United Kingdom and Japan*, vol. *Consumption and public life*. Basingstoke: Palgrave Macmillan, 2011. Available:
<http://0-www.palgraveconnect.com.pugwash.lib.warwick.ac.uk/doi/finder/10.1057/9780230317000>

[9]

Amy Hanser, 'Is the Customer Always Right? Class, Service and the Production of Distinction in Chinese Department Stores', *Theory and Society*, vol. 36, no. 5, pp. 415–435, 2007, Available: <http://0-www.jstor.org.pugwash.lib.warwick.ac.uk/stable/pdf/40213591.pdf>

[10]

J. Maguire and J. Matthews, 'Cultural Intermediaries and the Media: Cultural Intermediaries', *Sociology Compass*, vol. 4, no. 7, pp. 405–416, 2010, Available:
<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1111/j.1751-9020.2010.00285.x>

[11]

J. S. Maguire and J. Matthews, Eds, *The cultural intermediaries reader*. London: Sage, 2014.

[12]

M. Molloy and W. Larner, 'WHO NEEDS CULTURAL INTERMEDIARIES INDEED?', *Journal of*

Cultural Economy, vol. 3, no. 3, pp. 361–377, 2010, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/17530350.2010.506322>

[13]

L. Moor, *The rise of brands*. Oxford: Berg, 2007.

[14]

L. Moor, 'Branding consultants as cultural intermediaries', *The Sociological Review*, vol. 56, no. 3, pp. 408–428, July 2008, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1467-954X.2008.00797.x/epdf>

[15]

R. Sassatelli, *Consumer culture: history, theory and politics*, 1st ed. Los Angeles: SAGE Publications, 2007.

[16]

J. B. Schor, D. Slater, S. Zukin, and V. A. Zelizer, 'Critical and Moral Stances in Consumer Studies', *Journal of Consumer Culture*, vol. 10, no. 2, pp. 274–291, July 2010, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/10/2/274>

[17]

S. Schulz, 'Our Lady Hates Viscose: The Role of the Customer Image in High Street Fashion Production', *Cultural Sociology*, vol. 2, no. 3, pp. 385–405, 2008, Available:
<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1177/1749975508095618>

[18]

J. E. Schroeder, *Conversations on consumption*. Routledge 2015.

[19]

R. Swedberg, *Principles of economic sociology*. Princeton, N.J.: Princeton University Press, 2003.

[20]

N. J. Smelser and R. Swedberg, *The handbook of economic sociology*, 2nd ed. Princeton, N.J.: Princeton University Press, 2005.

[21]

J. Tomlinson, *Globalization and culture*. Hoboken: Wiley, 2013. Available: <http://WARW.ebib.com/patron/FullRecord.aspx?p=1245691>

[22]

G. Yúdice, *The expediency of culture: uses of culture in the global era*, vol. Post-contemporary interventions. Durham: Duke University Press, 2003.

[23]

L. C. Abílio, 'Making up Exploitation: Direct Selling, Cosmetics and Forms of Precarious Labour in Modern Brazil', *International Journal of Management Concepts and Philosophy*, vol. 6, no. 1, pp. 59–70, 2012, Available: <https://arlr.iii.com/nonret~S0&atitle=Making+up+Exploitation:+Direct+Selling,+Cosmetics+and+Forms+of+Precarious+Labour+in+Modern+Brazil&title=International+Journal+of+Management+Concepts+and+Philosophy&aufirst=L.+C.&aunit=&auplast=Ab%ADlio&issn=14781484&eissn=&coden=&volume=6&issue=1&spage=59&epage=70&quarter=&ssn=&date=2012&sid=&reqtype3>

[24]

A. Appadurai, Ethnohistory Workshop, and Symposium on the Relationship between Commodities and Culture, *The Social life of things: commodities in cultural perspective*. Cambridge [Cambridgeshire]: Cambridge University Press, 1986.

[25]

A. Arvidsson, 'The Ethical Economy of Customer Coproduction', *Journal of macromarketing*, vol. 28, no. 4, pp. 326–338, 2008, Available:

<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1177/0276146708326077>

[26]

Barrientos, Stephanie Gereffi, Gary Rossi, Arianna, 'Economic and social upgrading in global production networks: A new paradigm for a changing world', *International Labour Review*, vol. 150, no. 3, pp. 319–340, 2011, Available:
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/933126623/fulltextPDF/13B5C92EB99E45FBPQ/1?accountid=14888>

[27]

F. Cochoy, 'Calculation, qualculation, calqulation: shopping cart arithmetic, equipped cognition and the clustered consumer', *Marketing Theory*, vol. 8, no. 1, pp. 15–44, 2008, doi: 10.1177/1470593107086483

[28]

F. Cochoy, 'Driving a Shopping Cart from STS to Business, and the Other Way Round: On the Introduction of Shopping Carts in American Grocery Stores (1936--1959)', *Organization*, vol. 16, no. 1, pp. 31–55, Jan. 2009, Available:
<http://0-org.sagepub.com.pugwash.lib.warwick.ac.uk/content/16/1/31.full.pdf+html>

[29]

F. Cochoy, 'A sociology of market-things: on tending the garden of choices in mass retailing', *The Sociological Review*, vol. 55, pp. 109–129, Sept. 2007, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1467-954X.2007.00732.x/epdf>

[30]

N. J. Smelser and R. Swedberg, *The handbook of economic sociology*, 2nd ed. Princeton, N.J.: Princeton University Press, 2005.

[31]

G. Gereffi and M. Korzeniewicz, *Commodity chains and global capitalism*. Westport, Conn: Praeger, 1994.

[32]

G. Gereffi and M. Korzeniewicz, *Commodity chains and global capitalism*, vol. *Contributions in Economics&Economic History*, 149. Westport, Conn: Praeger, 1994. Available: <https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.warwick.ac.uk/idp/shibboleth&dest=http://www.dawsonera.com/abstract/9780313389931>

[33]

N. Green, 'How Everyday Life Became Virtual: Mundane work at the juncture of production and consumption', *Journal of Consumer Culture*, vol. 1, no. 1, pp. 73–92, Mar. 2001, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/1/1/73.full.pdf+html>

[34]

H. Grinshpun, 'Deconstructing a global commodity: Coffee, culture, and consumption in Japan', *Journal of Consumer Culture*, vol. 14, no. 3, pp. 343–364, Nov. 2014, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/14/3/343.full.pdf+html>

[35]

M. Harvey, 'Drinking-Water and drinking water: Trajectories of Provision and Consumption in the UK, Taiwan and Delhi', vol. *DEPARTMENT OF SOCIOLOGY CENTRE FOR RESEARCH IN ECONOMIC SOCIOLOGY AND INNOVATION WORKING PAPER SERIES*, no. 2012–02. 2012. Available: <http://repository.essex.ac.uk/2472/1/CWP-2012-02-Drinking-Water-and-drinking-water.pdf>

[36]

A. Hughes, 'Retailers, knowledges and changing commodity networks: the case of the cut flower trade', *Geoforum*, vol. 31, no. 2, pp. 175–190, May 2000, Available: http://ac.els-cdn.com/S0016718599000342/1-s2.0-S0016718599000342-main.pdf?_tid=b4b4b6-1412-11e5-b2d2-00000aacb35f&acdnat=1434450818_cc066e927a515fcbb10a1569722abc10

[37]

C. Koeber, 'Consumptive Labor: The Increasing Importance of Consumers in the Labor

Process', *Humanity & Society*, vol. 35, no. 3, pp. 205–232, 2011, Available:
<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1177/0160597611103500302>

[38]

Daniel Miller, *Global denim*. Berg 2011.

[39]

S. W. Mintz, *Sweetness and power: the place of sugar in modern history*. New York: Penguin Books, 1986.

[40]

G. Ritzer and N. Jurgenson, 'Production, Consumption, Prosumption: The nature of capitalism in the age of the digital "prosumer"', *Journal of Consumer Culture*, vol. 10, no. 1, pp. 13–36, Mar. 2010, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/10/1/13.full.pdf+html>

[41]

G. Ritzer, *The globalization of nothing 2*. Thousand Oaks, Calif: Pine Forge, 2007.

[42]

W. Schivelbusch, *Tastes of paradise: a social history of spices, stimulants, and intoxicants*. New York: Vintage Books, 1993.

[43]

J. M. Talbot, *Grounds for agreement: the political economy of the coffee commodity chain*. Rowman & Littlefield Inc. 2004.

[44]

N. Tokatli, 'Asymmetrical power relations and upgrading among suppliers of global clothing brands: Hugo Boss in Turkey', *Journal of Economic Geography*, vol. 7, no. 1, pp. 67–92, Jan. 2007, Available:

<http://0-joe.oxfordjournals.org.pugwash.lib.warwick.ac.uk/content/7/1/67.full.pdf+html>

[45]

N. Tokatli, 'Global sourcing: insights from the global clothing industry the case of Zara, a fast fashion retailer', *Journal of Economic Geography*, vol. 8, no. 1, pp. 21–38, Aug. 2007, Available:

<http://0-joe.oxfordjournals.org.pugwash.lib.warwick.ac.uk/content/8/1/21.full.pdf+html>

[46]

N. Tokatli, 'Globalization and the changing clothing industry in Turkey', *Environment and Planning A*, vol. 35, no. 10, pp. 1877–1894, 2003, Available:

http://0-www.envplan.com.pugwash.lib.warwick.ac.uk/fulltext_temp/0/a3632.pdf

[47]

F. Trentmann, 'Crossing Divides: Consumption and globalization in history', *Journal of Consumer Culture*, vol. 9, no. 2, pp. 187–220, July 2009, Available:

<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/9/2/187.full.pdf+html>

[48]

D. Zwick, S. K. Bonsu, and A. Darmody, 'Putting Consumers to Work: `Co-creation` and new marketing govern-mentality', *Journal of Consumer Culture*, vol. 8, no. 2, pp. 163–196, July 2008, Available:

<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/8/2/163.full.pdf+html>

[49]

M. Atkinson, 'Straightedge Bodies and Civilizing Processes', *Body & Society*, vol. 12, no. 1, pp. 69–95, Mar. 2006, Available:

<http://0-bod.sagepub.com.pugwash.lib.warwick.ac.uk/content/12/1/69.full.pdf+html>

[50]

V. Nightingale, *Handbook of media audiences*. Wiley-Blackwell 2013.

[51]

V. De Grazia and E. Furlough, *The sex of things: gender and consumption in historical perspective*. Berkeley: University of California Press, 1996.

[52]

S. E. Baker, 'Retailing retro: Class, cultural capital and the material practices of the (re)valuation of style', *European Journal of Cultural Studies*, vol. 15, no. 5, pp. 621–641, Oct. 2012, Available:
<http://0-ecs.sagepub.com.pugwash.lib.warwick.ac.uk/content/15/5/621.full.pdf+html>

[53]

J. Botterill, *Consumer culture and personal finance: Money goes to market*, vol. Consumption and public life. Basingstoke: Palgrave Macmillan, 2010. Available:
<http://0-www.palgraveconnect.com.pugwash.lib.warwick.ac.uk/doi/finder/10.1057/9780230281189>

[54]

C. Brosius, *India's middle class : new forms of urban leisure, consumption and prosperity*. Routledge 2014.

[55]

A. Bryman, 'The Disneyization of Society', *Sociological Review*, vol. 47, no. 1, pp. 25–47, Feb. 1999, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/1467-954X.00161/epdf>

[56]

A. Bryman, *The Disneyization of society*. London: SAGE, 2004.

[57]

C. Campbell, 'Romanticism, Introspection and Consumption: A Response to Professor Holbrook', *Consumption Markets & Culture*, vol. 1, no. 2, pp. 165–173, 1997, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253866.1997.9670296>

[58]

C. Campbell, *The romantic ethic and the spirit of modern consumerism*. Oxford: Basil Blackwell, 1987.

[59]

B. H. Chua, *Consumption in Asia: lifestyles and identities*, vol. *The new rich in Asia series*. Abingdon: Routledge, 2000.

[60]

B. H. Chua, *Life is not complete without shopping: consumption culture in Singapore*. Singapore: Singapore University Press, National University of Singapore, 2003.

[61]

D. T. Cook, 'Beyond Either/Or', *Journal of Consumer Culture*, vol. 4, no. 2, pp. 147–153, July 2004, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/4/2/147.full.pdf+html>

[62]

Blowing up the brand: critical perspectives on promotional culture. Peter Lang 2010.

[63]

D. Amy-Chinn, C. Jantzen, and P. Ostergaard, 'Doing and meaning: Towards an integrated approach to the study of women's relationship to underwear', *Journal of Consumer Culture*, vol. 6, no. 3, pp. 379–401, Nov. 2006, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/6/3/379.full.pdf+html>

[64]

S. Ewen and E. Ewen, *Channels of desire: mass images and the shaping of American consciousness*, 2nd ed. Minneapolis: University of Minnesota Press, 1992.

[65]

P. Falk, *The consuming body*, vol. *Theory, culture&society*. London: Sage, 1994.

[66]

T. Birtchnell and J. Caletrió, Eds, *Elite mobilities*, vol. *Changing mobilities*. London: Routledge, Taylor & Francis Group, 2014. Available: <http://lib.myilibrary.com/ProductDetail.aspx?id=512596&entityid=https://idp.warwick.ac.uk/idp/shibboleth>

[67]

M. Featherstone, 'The Body in Consumer Culture', *Theory, Culture & Society*, vol. 1, no. 2, pp. 18–33, Sept. 1982, Available: <http://0-tcs.sagepub.com.pugwash.lib.warwick.ac.uk/content/1/2/18.full.pdf+html>

[68]

M. Featherstone, *Consumer culture and postmodernism*, vol. *Theory, culture&society*. London: Sage, 1991.

[69]

M. Featherstone, *Consumer culture and postmodernism*, vol. *Theory, culture&society*. London: Sage Publications, 1991. Available: <http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=45512>

[70]

K. Fehérváry, 'American Kitchens, Luxury Bathrooms, and the Search for a "Normal" Life in Postsocialist Hungary', *Ethnos*, vol. 67, no. 3, pp. 369–400, 2002, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/0014184022000031211>

[71]

A. F. Firat, S. Pettigrew, and R. W. Belk, 'Themed experiences and spaces', *Consumption Markets & Culture*, vol. 14, no. 2, pp. 123–124, 2011, Available:

<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253866.2011.562014>

[72]

T. Frank, *The conquest of cool: business culture, counterculture, and the rise of hip consumerism*. Chicago: University of Chicago Press, 1997.

[73]

'Between Fashion and Tesettür: Marketing and Consuming Women's Islamic Dress', *Journal of Middle East Women's Studies*, vol. 6, no. 3, pp. 118–148, Available: http://0-muse.jhu.edu.pugwash.lib.warwick.ac.uk/journals/journal_of_middle_east_womens_studies/v006/6.3.gokarikel.pdf

[74]

Mark Gottdiener, *The theming of America*. Boulder, Colo: Westview Press, 1997.

[75]

J. Gronow, *Ordinary consumption*. Routledge 2013.

[76]

M. B. Holbrook, 'Romanticism, introspection, and the roots of experiential consumption: Morris the Epicurean', *Consumption Markets & Culture*, vol. 1, no. 2, pp. 97–163, 1997, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253866.1997.9670295>

[77]

A. Howson, *The body in society: an introduction*. Cambridge, UK: Polity, 2004.

[78]

K. Humphery, *Shelf life: supermarkets and the changing cultures of consumption*.

Cambridge: Cambridge University Press, 1998.

[79]

P. Hancock, *The body, culture and society: an introduction*. Buckingham: Open University Press, 2000.

[80]

C. Jantzen, 'Becoming a "woman to the backbone": Lingerie consumption and the experience of feminine identity', *Journal of Consumer Culture*, vol. 6, no. 2, pp. 177–202, July 2006, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/6/2/177.full.pdf+html>

[81]

R. Jenkins, E. Nixon, and M. Molesworth, "'Just normal and homely": The presence, absence and othering of consumer culture in everyday imagining', *Journal of Consumer Culture*, vol. 11, no. 2, pp. 261–281, July 2011, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/11/2/261.full.pdf+html>

[82]

Y. Kawamura, *Fashioning Japanese subcultures*. Berg 2012.

[83]

H. Knox, D. O'Doherty, T. Vurdubakis, and C. Westrup, 'THE DEVIL AND CUSTOMER RELATIONSHIP MANAGEMENT', *Journal of Cultural Economy*, vol. 3, no. 3, pp. 339–359, 2010, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/17530350.2010.506320>

[84]

W. Leach, *Land of desire: merchants, power, and the rise of a new American culture*. New York: Vintage Books, 1994.

[85]

M. Callon, Y. Millo, and F. Muniesa, *Market devices*, vol. *Sociological Review monographs*. Oxford: Blackwell, 2007.

[86]

F. Mort, *Cultures of consumption: masculinities and social space in late twentieth-century Britain*, vol. *Comedia*. London: Routledge, 1996.

[87]

L. Penaloza, 'Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town', *Consumption Markets & Culture*, vol. 2, no. 4, pp. 337-400, 1998, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253866.1998.9670322>

[88]

B. J. Pine and J. H. Gilmore, *The experience economy: work is theatre and every business a stage*. Boston, Mass: Harvard Business School, 1999.

[89]

K. Rafferty, 'Class-based emotions and the allure of fashion consumption', *Journal of Consumer Culture*, vol. 11, no. 2, pp. 239-260, July 2011, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/11/2/239.full.pdf+html>

[90]

E. D. Rappaport, *Shopping for pleasure: women in the making of London's West End*. Princeton, N.J.: Princeton University Press, 2001.

[91]

E. D. Rappaport and American Council of Learned Societies, *Shopping for pleasure: women in the making of London's West End*. Princeton, N.J.: Princeton University Press, 2001. Available: <http://0-hdl.handle.net.pugwash.lib.warwick.ac.uk/2027/heb.04548.0001.001>

[92]

R. Sassatelli, *Consumer culture: history, theory and politics*, 1st ed. Los Angeles: SAGE Publications, 2007.

[93]

J. Schor, *The overspent American: why we want what we don't need*. New York: HarperPerennial, 1999.

[94]

P. E. Willis, *Common culture: symbolic work at play in the everyday cultures of the young*. Milton Keynes: Open University Press, 1990.

[95]

L. Wong, 'Market Cultures, the Middle Classes and Islam: Consuming the Market?', *Consumption Markets & Culture*, vol. 10, no. 4, pp. 451–480, 2007, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253860701566440>

[96]

L. Zhang, *In search of paradise : middle-class living in a Chinese metropolis*. Cornell University Press 2010.

[97]

S. Zukin and E. Kosta, 'Bourdieu Off-Broadway: Managing Distinction on a Shopping Block in the East Village', *City and Community*, vol. 3, no. 2, pp. 101–114, June 2004, Available: <http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1535-6841.2004.00071.x/epdf>

[98]

D. Zwick and J. Denegri Knott, 'Manufacturing Customers: The database as new means of production', *Journal of Consumer Culture*, vol. 9, no. 2, pp. 221–247, July 2009, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/9/2/221.full.pdf+html>

[99]

P. Aspers, 'Knowledge and valuation in markets', *Theory and Society*, vol. 38, no. 2, pp. 111–131, Mar. 2009, Available:
http://0-download.springer.com.pugwash.lib.warwick.ac.uk/static/pdf/919/art%253A10.1007%252Fs11186-008-9078-9.pdf?originUrl=http%3A%2F%2F0-link.springer.com.pugwash.lib.warwick.ac.uk%2Farticle%2F10.1007%2Fs11186-008-9078-9&token2=exp=1434551937~acl=%2Fstatic%2Fpdf%2F919%2Fart%25253A10.1007%25252Fs11186-008-9078-9.pdf%3ForiginUrl%3Dhttp%253A%252F%252Flink.springer.com%252Farticle%252F10.1007%252Fs11186-008-9078-9*~hmac=f54fd4dd9c5f33790557d784e2b5f85a36a311bf557fd16b3a6f32a627c56314

[100]

A. Bill, 'Blood, Sweat and Shears: Happiness, Creativity and Fashion Education', *Fashion Theory: the journal of dress, body and culture*, vol. 16, no. 1, pp. 49–66, 2012, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/abs/10.2752/175174112X13183318404186>

[101]

A. McKinlay and C. Smith, *Creative labour: working in the creative industries*, vol. *Critical perspectives on work and employment*. Basingstoke: Palgrave Macmillan, 2009.

[102]

S. Christopherson, 'Beyond the Self-expressive Creative Worker: An Industry Perspective on Entertainment Media', *Theory, Culture & Society*, vol. 25, no. 7–8, pp. 73–95, Dec. 2008, Available:
<http://0-tcs.sagepub.com.pugwash.lib.warwick.ac.uk/content/25/7-8/73.full.pdf+html>

[103]

B. Crewe, *Representing men: cultural production and producers in the men's magazine market*. Oxford: Berg, 2003.

[104]

J. J. Ebbers and N. M. Wijnberg, 'Latent organizations in the film industry: Contracts, rewards and resources', *Human Relations*, vol. 62, no. 7, pp. 987–1009, July 2009,

Available:

<http://0-hum.sagepub.com.pugwash.lib.warwick.ac.uk/content/62/7/987.full.pdf+html>

[105]

J. Entwistle, *The aesthetic economy of fashion: markets and value in clothing and modelling*, English ed., vol. *Dress, body, culture*. Oxford: Berg, 2009.

[106]

J. Entwistle, 'The Cultural Economy of Fashion Buying', *Current Sociology*, vol. 54, no. 5, pp. 704–724, Sept. 2006, Available:
<http://0-csi.sagepub.com.pugwash.lib.warwick.ac.uk/content/54/5/704.full.pdf+html>

[107]

N. Garnham, 'From cultural to creative industries', *International Journal of Cultural Policy*, vol. 11, no. 1, pp. 15–29, 2005, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10286630500067606>

[108]

R. Gill, 'Culture and Subjectivity in Neoliberal and Postfeminist Times', *Subjectivity*, vol. 25, no. 1, pp. 432–445, 2008, Available:
<https://arlr.iii.com/nonret~S0&atitle=Culture+and+Subjectivity+in+Neoliberal+and+Postfeminist+Times&title=Subjectivity&aufirst=R&aunit=&auplast=Gill&issn=17556341&eissn=&coden=&volume=25&issue=1&page=432&epage=445&quarter=&ssn=&date=2008&sid=&reqtype3>

[109]

R. Gill and A. Pratt, 'In the Social Factory?: Immaterial Labour, Precariousness and Cultural Work', *Theory, Culture & Society*, vol. 25, no. 7–8, pp. 1–30, Dec. 2008, Available:
<http://0-tcs.sagepub.com.pugwash.lib.warwick.ac.uk/content/25/7-8/1.full.pdf+html>

[110]

F. C. Godart and A. Mears, 'How Do Cultural Producers Make Creative Decisions? Lessons

from the Catwalk.', *Social Forces*, vol. 88, no. 2, pp. 671–692, 2009, doi: 10.1353/sof.0.0266. Available: <http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db=ejh&AN=47617800&site=eds-live&group=trial>

[111]

D. Hesmondhalgh, *The cultural industries*. London: SAGE, 2002.

[112]

G. Julier and L. Moor, *Design and creativity: policy, management and practice*, English ed. Oxford: Berg Publishers, 2009.

[113]

L. Kong, 'The sociality of cultural industries', *International Journal of Cultural Policy*, vol. 11, no. 1, pp. 61–76, 2005, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10286630500067812>

[114]

L. Kong and J. O'Connor, *Creative economies, creative cities: Asian-European perspectives*, vol. The GeoJournal Library. Dordrecht [Netherlands]: Springer, 2009. Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1007/978-1-4020-9949-6>

[115]

L. Kong and J. O'Connor, *Creative economies, creative cities: Asian-European perspectives*, vol. The GeoJournal Library. Dordrecht [Netherlands]: Springer, 2009.

[116]

'Globalization, the `new economy' and working women: Theorizing from the New Zealand designer fashion industry', *Feminist Theory*, vol. 10, no. 1, pp. 35–59, 2009, Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1177/1464700108100391>

<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/02614360701605729>

[124]

J. S. Maguire and J. Matthews, 'Cultural Intermediaries and the Media: Cultural Intermediaries', *Sociology Compass*, vol. 4, no. 7, 2010, Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1111/j.1751-9020.2010.00285.x>

[125]

J. S. Maguire, P. Strickland, and W. Frost, 'Familianness as a form of value for wineries: a preliminary account', *Journal of Wine Research*, vol. 24, no. 2, pp. 112–127, 2013, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/09571264.2013.766161>

[126]

Morgan, George, 'Beyond the vocational fragments: Creative work, precarious labour and the idea of "Flexploitation"', *The Economic and Labour Relations Review : ELRR*, vol. 24, no. 3, Available: <http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/1432101634?accountid=14888>

[127]

A. Ross, *Nice work if you can get it: life and labor in precarious times*, vol. NYU series in social and cultural analysis. New York: New York University Press, 2009.

[128]

R. Sherman, 'The Production of Distinctions: Class, Gender, and Taste Work in the Lifestyle Management Industry.', *Qualitative Sociology*, vol. 34, no. 1, pp. 201–219, 2011, doi: 10.1007/s11133-010-9178-5. Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1007/s11133-010-9178-5>

[129]

S. Siebert and F. Wilson, 'All work and no pay: consequences of unpaid work in the

creative industries', *Work, Employment & Society*, vol. 27, no. 4, pp. 711–721, Aug. 2013, Available:
<http://0-wes.sagepub.com.pugwash.lib.warwick.ac.uk/content/27/4/711.full.pdf+html>

[130]

L. Skov, 'HONG KONG FASHION DESIGNERS AS CULTURAL INTERMEDIARIES: OUT OF GLOBAL GARMENT PRODUCTION', *Cultural Studies*, vol. 16, no. 4, pp. 553–569, 2002, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/09502380210139115>

[131]

J. Sommerlund, 'MEDIATIONS IN FASHION', *Journal of Cultural Economy*, vol. 1, no. 2, pp. 165–180, July 2008, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/17530350802243578>

[132]

M. Banks, R. Gill, and S. Taylor, Eds, *Theorizing cultural work: labour, continuity and change in the cultural and creative industries*, vol. Culture, economy and the social. London: Routledge/Taylor & Francis Group, 2013.

[133]

A. Wernick, *Promotional culture: advertising, ideology, and symbolic expression*, vol. Theory, culture&society. London: Sage Publications, 1991.

[134]

M. Alvesson, *Knowledge work and knowledge-intensive firms*. Oxford: Oxford University Press, 2004.

[135]

M. Alvesson, *Knowledge work and knowledge-intensive firms*. Oxford: Oxford University Press, 2004. Available:
<http://lib.myilibrary.com/browse/open.asp?id=75765&entityid=https://idp.warwick.ac.uk/id>

p/shibboleth

[136]

L. Araujo, 'Markets, market-making and marketing', *Marketing Theory*, vol. 7, no. 3, pp. 211–226, 2007, Available: <http://dx.doi.org/10.1177/1470593107080342>

[137]

J. Botterill, 'Cowboys, Outlaws and Artists: The rhetoric of authenticity and contemporary jeans and sneaker advertisements', *Journal of Consumer Culture*, vol. 7, no. 1, pp. 105–125, Mar. 2007, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/7/1/105.full.pdf+html>

[138]

F. Cochoy, "'HOW TO BUILD DISPLAYS THAT SELL'", *Journal of Cultural Economy*, vol. 3, no. 2, pp. 299–315, 2010, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/17530350.2010.494380>

[139]

D. Crockett, 'Marketing blackness: How advertisers use race to sell products', *Journal of Consumer Culture*, vol. 8, no. 2, pp. 245–268, July 2008, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/8/2/245.full.pdf+html>

[140]

A. M. Cronin, 'Currencies of Commercial Exchange: Advertising agencies and the promotional imperative', *Journal of Consumer Culture*, vol. 4, no. 3, pp. 339–360, Nov. 2004, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/4/3/339.full.pdf+html>

[141]

A. M. Cronin, 'Regimes of mediation: advertising practitioners as cultural intermediaries?', *Consumption Markets & Culture*, vol. 7, no. 4, pp. 349–369, 2004, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/1025386042000316315>

[142]

E. Ibroscheva, 'The unbearable lightness of advertising: culture, media and the rise of advertising in socialist Bulgaria', *Consumption Markets & Culture*, vol. 16, no. 3, pp. 290-310, 2013, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253866.2012.668365>

[143]

T. D. deWaal Malefyt and B. Moeran, *Advertising cultures*, 1st ed. Oxford: Berg, 2003.

[144]

K. Kobayashi, 'Globalization, corporate nationalism and Japanese cultural intermediaries: Representation of bukatsu through Nike advertising at the global-local nexus', *International Review for the Sociology of Sport*, vol. 47, no. 6, pp. 724-742, 2012, Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1177/1012690211420202>

[145]

Blowing up the brand : critical perspectives on promotional culture. Peter Lang 2010.

[146]

E. R. McFall, *Advertising: a cultural economy*, vol. *Culture, representation, and identities*. London: SAGE, 2004.

[147]

M. Fraser and M. Greco, *The body: a reader*, vol. *Routledge student readers*. London: Routledge, 2005.

[148]

J. Millard, 'Performing Beauty: Dove's "Real Beauty" Campaign', *Symbolic Interaction*, vol. 32, no. 2, pp. 146-168, 2009, Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1525/si.2009.32.2.146>

[149]

Moeran, Brian, 'A Dedicated Storytelling Organization: Advertising Talk in Japan', *Human Organization*, vol. 66, no. 2, pp. 160–170, Available:
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/201038904/fulltextPDF/3C001FB37F394174PQ/1?accountid=14888>

[150]

B. Moeran, *Ethnography at work*. Berg 2007.

[151]

Morais, Robert J, 'Conflict and Confluence in Advertising Meetings', *Human Organization*, vol. 66, no. 2, pp. 150–159, Available:
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/201171632/fulltextPDF/F5EA3419F04AAEPQ/1?accountid=14888>

[152]

P. W. Daniels, *Service industries and asia pacific cities: new development trajectories*. [Place of publication not identified]: Routledge, 2013.

[153]

S. Nixon, *Advertising cultures: gender, commerce, creativity*, vol. *Culture, representation, and identities*. London: SAGE, 2003.

[154]

S. REDMOND, 'Thin White Women in Advertising: Deathly Corporeality', *Journal of Consumer Culture*, vol. 3, no. 2, pp. 170–190, July 2003, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/3/2/170.full.pdf+html>

[155]

Xu Bai Yi, *Marketing to China*. NTC/Contemporary Publishing Company.

[156]

D. Zwick and J. Cayla, *Inside marketing: practices, ideologies, devices*. Oxford: Oxford University Press, 2012.

[157]

Blowing up the brand: critical perspectives on promotional culture. Peter Lang 2010.

[158]

M. Aronczyk, "'Living the Brand": Nationality, Globality, and the Identity Strategies of Nation Branding Consultants', *International Journal of Communication*, vol. 2, no. 1, pp. 41-65, 2008, Available: <http://ijoc.org/index.php/ijoc/article/view/218/118>

[159]

A. Arvidsson, 'Brands: A critical perspective', *Journal of Consumer Culture*, vol. 5, no. 2, pp. 235-258, July 2005, Available: <http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/5/2/235.full.pdf+html>

[160]

H. Chang (Translated by Yung-chao Liao), 'Fake logos, fake theory, fake globalization', *Inter-Asia Cultural Studies*, vol. 5, no. 2, pp. 222-236, 2004, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/1464937042000236720>

[161]

M. Craciun, *Material culture and authenticity: fake branded fashion in Europe*. Bloomsbury Publishing 2014.

[162]

F.-R. Puyou, *Imagining organizations: performative imagery in business and beyond*, vol. Routledge studies in management, organizations, and society. New York: Routledge, 2012.

[163]

F.-R. Puyou, *Imagining organizations: performative imagery in business and beyond*, 1st ed., vol. Routledge studies in management, organizations, and society. New York, NY: Routledge, 2012. Available:
<http://lib.myilibrary.com/ProductDetail.aspx?id=500556&entityid=https://idp.warwick.ac.uk/idp/shibboleth>

[164]

A. Rafaeli and M. G. Pratt, *Artifacts and organizations*, vol. LEA's organization and management series. Mahwah, N.J.: Lawrence Erlbaum, 2005.

[165]

A. Hearn, 'Meat, Mask, Burden': Probing the contours of the branded 'self', *Journal of Consumer Culture*, vol. 8, no. 2, pp. 197–217, July 2008, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/8/2/197.full.pdf+html>

[166]

V. Koller, 'The World's Local Bank': Glocalisation as a Strategy in Corporate Branding Discourse', *Social Semiotics*, vol. 17, no. 1, pp. 111–131, 2007, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10350330601124718>

[167]

C. Lury, 'BRAND AS ASSEMBLAGE', *Journal of Cultural Economy*, vol. 2, no. 1–2, pp. 67–82, 2009, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/17530350903064022>

[168]

L. Moor, 'Branding consultants as cultural intermediaries', *The Sociological Review*, vol. 56, no. 3, pp. 408–428, July 2008, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1467-954X.2008.00797.x/epdf>

[169]

L. Moor and C. Lury, 'MAKING AND MEASURING VALUE', *Journal of Cultural Economy*, vol. 4, no. 4, pp. 439–454, 2011, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/17530350.2011.609708>

[170]

L. Moor, *The rise of brands*. Oxford: Berg, 2007.

[171]

Blowing up the brand: critical perspectives on promotional culture. Peter Lang 2010.

[172]

S. Roper and C. La Niece, 'The importance of brands in the lunch-box choices of low-income British school children.', *Journal of Consumer Behaviour*, vol. 8, no. 2, pp. 84–99, 2009, doi: 10.1002/cb.275. Available: <http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db=bth&AN=37568977&site=eds-live&group=trial>

[173]

F.-R. Puyou, *Imagining organizations: performative imagery in business and beyond*, vol. Routledge studies in management, organizations, and society. New York: Routledge, 2012.

[174]

F.-R. Puyou, *Imagining organizations: performative imagery in business and beyond*, 1st ed., vol. Routledge studies in management, organizations, and society. New York, NY: Routledge, 2012. Available: <http://lib.mylibrary.com/ProductDetail.aspx?id=500556&entityid=https://idp.warwick.ac.uk/idp/shibboleth>

[175]

Servicescapes. Lincolnwood, Ill: NTC Business Books, 1998.

[176]

P. Aspers, 'Using design for upgrading in the fashion industry', *Journal of Economic Geography*, vol. 10, no. 2, pp. 189–207, Mar. 2010, Available:
<http://0-joeg.oxfordjournals.org.pugwash.lib.warwick.ac.uk/content/10/2/189.full.pdf+html>

[177]

M. J. Bitner, 'Servicescapes: The Impact of Physical Surroundings on Customers and Employees.', *Journal of Marketing*, vol. 56, no. 2, pp. 57–71, 1992, doi: 10.2307/1252042. Available:
<http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db=bth&AN=9208310667&site=eds-live&group=trial>

[178]

G. Bohme, 'Atmosphere as the Fundamental Concept of a New Aesthetics', *Thesis Eleven*, vol. 36, no. 1, pp. 113–126, Jan. 1993, Available:
<http://0-the.sagepub.com.pugwash.lib.warwick.ac.uk/content/36/1/113>

[179]

G. Bohme, 'Contribution to the Critique of the Aesthetic Economy', *Thesis Eleven*, vol. 73, no. 1, pp. 71–82, May 2003, Available:
<http://0-the.sagepub.com.pugwash.lib.warwick.ac.uk/content/73/1/71.full.pdf+html>

[180]

A. Rafaeli and M. G. Pratt, *Artifacts and organizations*, vol. LEA's organization and management series. Mahwah, N.J.: Lawrence Erlbaum, 2005.

[181]

S. Chugh and P. Hancock, 'Networks of aestheticization: the architecture, artefacts and embodiment of hairdressing salons', *Work, Employment & Society*, vol. 23, no. 3, pp. 460–476, Sept. 2009, Available:
<http://0-wes.sagepub.com.pugwash.lib.warwick.ac.uk/content/23/3/460.full.pdf+html>

[182]

T. DeNora and S. Belcher, "'When you're trying something on you picture yourself in a place where they are playing this kind of music" - musically sponsored agency in the British clothing retail sector', *The Sociological Review*, vol. 48, no. 1, pp. 80-101, Feb. 2000, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/1467-954X.00204/epdf>

[183]

J. Entwistle, 'The Aesthetic Economy: The production of value in the field of fashion modelling', *Journal of Consumer Culture*, vol. 2, no. 3, pp. 317-339, Nov. 2002, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/2/3/317.full.pdf+html>

[184]

J. Entwistle and E. Wissinger, 'Keeping up appearances: aesthetic labour in the fashion modelling industries of London and New York', *The Sociological Review*, vol. 54, no. 4, pp. 774-794, Nov. 2006, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1467-954X.2006.00671.x/epdf>

[185]

E. Eustace, 'Speaking allowed? Workplace regulation of regional dialect', *Work, Employment & Society*, vol. 26, no. 2, pp. 331-348, Apr. 2012, Available:
<http://0-wes.sagepub.com.pugwash.lib.warwick.ac.uk/content/26/2/331.full.pdf+html>

[186]

B. Gökarıksel and A. J. Secor, 'New transnational geographies of Islamism, capitalism and subjectivity: the veiling-fashion industry in Turkey', *Area*, vol. 41, no. 1, pp. 6-18, Mar. 2009, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1475-4762.2008.00849.x/epdf>

[187]

R. Hall and D. van den Broek, 'Aestheticising retail workers: Orientations of aesthetic

labour in Australian fashion retail', *Economic and Industrial Democracy*, vol. 33, no. 1, pp. 85–102, Feb. 2012, Available:
<http://0-eid.sagepub.com.pugwash.lib.warwick.ac.uk/content/33/1/85.full.pdf+html>

[188]

M. Kniazeva and R. W. Belk, 'Packaging as Vehicle for Mythologizing the Brand', *Consumption Markets & Culture*, vol. 10, no. 1, pp. 51–69, 2007, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253860601164627>

[189]

A. Mears, *Pricing beauty: the making of a fashion model*. Berkeley: University of California Press, 2011. Available:
<http://lib.myilibrary.com/browse/open.asp?id=327845&entityid=https://idp.warwick.ac.uk/idp/shibboleth>

[190]

H. L. Molotch, *Where stuff comes from : how toasters, toilets, cars, computers, and many other things come to be as they are*. Routledge 2005.

[191]

V. I. Postrel, *Substance of style : how the rise of aesthetic value is remaking commerce, culture, and consciousness*. Perennial 2004.

[192]

Y. Saito, *Everyday aesthetics*. Oxford: Oxford University Press, 2007. Available:
<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1093/acprof:oso/9780199278350.001.0001>

[193]

Ö. Sandikci and G. Ger, 'Veiling in Style: How Does a Stigmatized Practice Become Fashionable?', *Journal of Consumer Research*, vol. 37, no. 1, pp. 15–36, 2010, doi: 10.1086/649910. Available:
<http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db>

=bth&AN=51394043&site=eds-live&group=trial

[194]

Todd, Anne Marie, 'THE AESTHETIC TURN IN GREEN MARKETING: ENVIRONMENTAL CONSUMER ETHICS OF NATURAL PERSONAL CARE PRODUCTS', *Ethics and the Environment*, vol. 9, no. 2, pp. 86-102, Available:
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/200825462/fulltextPDF/D8F18419B5F14153PQ/1?accountid=14888>

[195]

Christopher Warhurst, *Looking Good, Sounding Right?: Style Counselling in the New Economy* - Christopher Warhurst, Dennis Nickson - Google Books. Industrial Society, 2001. Available:
<https://books.google.co.uk/books?id=2OXXAQAACAAJ&dq=1858359902&hl=en&sa=X&ei=TGOJVYqiBoyy7QbqvLu4BA&ved=0CCEQ6AEwAA>

[196]

C. L. Williams and C. Connell, '"Looking Good and Sounding Right": Aesthetic Labor and Social Inequality in the Retail Industry', *Work and Occupations*, vol. 37, no. 3, pp. 349-377, Aug. 2010, Available:
<http://0-wox.sagepub.com.pugwash.lib.warwick.ac.uk/content/37/3/349.full.pdf+html>

[197]

E. Wissinger, 'Managing the semiotics of skin tone: Race and aesthetic labor in the fashion modeling industry', *Economic and Industrial Democracy*, vol. 33, no. 1, pp. 125-143, Feb. 2012, Available:
<http://0-eid.sagepub.com.pugwash.lib.warwick.ac.uk/content/33/1/125.full.pdf+html>

[198]

A. Witz, C. Warhurst, and D. Nickson, 'The Labour of Aesthetics and the Aesthetics', *Organization*, vol. 10, no. 1, pp. 33-54, Feb. 2003, Available:
<http://0-org.sagepub.com.pugwash.lib.warwick.ac.uk/content/10/1/33.full.pdf+html>

[199]

N. Carah, 'Brand value: how affective labour helps create brands', *Consumption Markets & Culture*, vol. 17, no. 4, pp. 346–366, 2014, Available:
<http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/10253866.2013.847435>

[200]

M. Gobé, *Emotional branding: the new paradigm for connecting brands to people*, Updated and rev. Ed. New York: Allworth Press, 2009.

[201]

S. Gottschalk, 'Hypermodern Consumption and Megalomania: Superlatives in commercials', *Journal of Consumer Culture*, vol. 9, no. 3, pp. 307–327, Nov. 2009, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/9/3/307.full.pdf+html>

[202]

B. J. Hartmann and J. Ostberg, 'Authenticating by re-enchantment: The discursive making of craft production.', *Journal of Marketing Management*, vol. 29, no. 7, pp. 882–911, 2013, doi: 10.1080/0267257X.2012.732596. Available:
<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1080/0267257X.2012.732596>

[203]

B. Highmore, *Ordinary lives: studies in the everyday*. London: Routledge, 2011.

[204]

E. Illouz, 'Emotions, Imagination and Consumption: A new research agenda', *Journal of Consumer Culture*, vol. 9, no. 3, pp. 377–413, Nov. 2009, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/9/3/377.full.pdf+html>

[205]

E. Illouz, *Cold intimacies: the making of emotional capitalism*. Cambridge, UK: Polity Press, 2007.

[206]

S. Schulz, 'Our Lady Hates Viscose: The Role of the Customer Image in High Street Fashion Production', *Cultural Sociology*, vol. 2, no. 3, pp. 385–405, 2008, Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1177/1749975508095618>

[207]

Strickland, Paul, 'Using family heritage to market wines', *International Journal of Wine Business Research*, vol. 25, no. 2, pp. 125–137, 2013, Available: <http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/1370348859/abstract/6A EAA8595CF2403CPQ/3?accountid=14888>

[208]

S. C. Bolton, 'Getting to the heart of the emotional labour process: a reply to Brook', *Work, Employment & Society*, vol. 23, no. 3, pp. 549–560, Sept. 2009, Available: <http://0-wes.sagepub.com.pugwash.lib.warwick.ac.uk/content/23/3/549.full.pdf+html>

[209]

S. C. Bolton and M. Houlihan, 'Bermuda Revisited?: Management Power and Powerlessness in the Worker-Manager-Customer Triangle', *Work and Occupations*, vol. 37, no. 3, pp. 378–403, Aug. 2010, Available: <http://0-wox.sagepub.com.pugwash.lib.warwick.ac.uk/content/37/3/378.full.pdf+html>

[210]

P. Brook, 'In critical defence of "emotional labour": refuting Bolton's critique of Hochschild's concept', *Work, Employment & Society*, vol. 23, no. 3, pp. 531–548, Sept. 2009, Available: <http://0-wes.sagepub.com.pugwash.lib.warwick.ac.uk/content/23/3/531.full.pdf+html>

[211]

A. R. Hochschild, *The managed heart: commercialization of human feeling*, Updated, with A new preface. Berkeley: University of California Press, 2012. Available: <http://warw.eblib.com/patron/FullRecord.aspx?p=870020>

[212]

E. Wissinger, 'Modelling a way of life: Immaterial and affective labour in the fashion modelling industry', *Ephemera*, vol. 7, pp. 250–269, 2007, Available: <http://www.ephemerajournal.org/sites/default/files/7-1wissinger.pdf>

[213]

M. Korczynski and C. L. Macdonald, *Service work: critical perspectives*. New York: Routledge, 2009.

[214]

M. Gatta, 'Restaurant servers, tipping, and resistance', *Qualitative Research in Accounting & Management*, vol. 6, no. 1/2, pp. 70–82, Mar. 2009, Available: <http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/211256428/fulltextPDF/C1520F6D66C94065PQ/1?accountid=14888>

[215]

M. Gatta, H. Boushey, and E. Appelbaum, 'High-Touch and Here-to-Stay: Future Skills Demands in US Low Wage Service Occupations', *Sociology*, vol. 43, no. 5, pp. 968–989, Oct. 2009, Available: <http://0-soc.sagepub.com.pugwash.lib.warwick.ac.uk/content/43/5/968.full.pdf+html>

[216]

D. Gimlin, 'What Is 'Body Work'? A Review of the Literature', *Sociology Compass*, vol. 1, no. 1, pp. 353–370, 2007, Available: <http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1111/j.1751-9020.2007.00015.x>

[217]

M. Kang, 'The Managed Hand: The Commercialization of Bodies and Emotions in Korean Immigrant-Owned Nail Salons', *Gender & Society*, vol. 17, no. 6, pp. 820–839, Dec. 2003, Available: <http://0-gas.sagepub.com.pugwash.lib.warwick.ac.uk/content/17/6/820.full.pdf+html>

[218]

M. Tyler and P. Abbott, 'Chocs Away: Weight Watching in the Contemporary Airline Industry', *Sociology*, vol. 32, no. 3, pp. 433–450, Aug. 1998, Available:

<http://0-soc.sagepub.com.pugwash.lib.warwick.ac.uk/content/32/3/433.full.pdf+html>

[219]

L. Adkins and C. Lury, 'The labour of identity: performing identities, performing economies', *Economy and Society*, vol. 28, no. 4, pp. 598–614, 1999, Available: <http://0-www.tandfonline.com.pugwash.lib.warwick.ac.uk/doi/pdf/10.1080/03085149900000020>

[220]

U. Sharma and P. Black, 'Look Good, Feel Better: Beauty Therapy as Emotional Labour', *Sociology*, vol. 35, no. 4, pp. 913–931, Nov. 2001, Available: <http://0-soc.sagepub.com.pugwash.lib.warwick.ac.uk/content/35/4/913.full.pdf+html>

[221]

K. Backett-Milburn, L. McKie, and British Sociological Association, *Constructing gendered bodies*, vol. *Explorations in sociology*. Basingstoke: Palgrave, 2001.

[222]

K. Backett-Milburn and L. McKie, *Constructing gendered bodies*. Basingstoke: Palgrave Macmillan, 2001. Available: <http://0-www.palgraveconnect.com.pugwash.lib.warwick.ac.uk/doifinder/10.1057/9780230294202>

[223]

L. Pettinger, 'Gendered Work Meets Gendered Goods: Selling and Service in Clothing Retail.', *Gender, Work & Organization*, vol. 12, no. 5, pp. 460–478, 2005, doi: 10.1111/j.1468-0432.2005.00284.x. Available: <http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db=bth&AN=17908951&site=eds-live&group=trial>

[224]

D. Nixon, "'I Can't Put a Smiley Face On": Working-Class Masculinity, Emotional Labour and Service Work in the "New Economy"', *Gender, Work & Organization*, vol. 16, no. 3, pp. 300–322, May 2009, Available:

<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1468-0432.2009.00446.x/epdf>

[225]

C. Warhurst and D. Nickson, "'Who's Got the Look?'" Emotional, Aesthetic and Sexualized Labour in Interactive Services', *Gender, Work & Organization*, vol. 16, no. 3, pp. 385–404, May 2009, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1468-0432.2009.00450.x/epdf>

[226]

A. Johnston and J. Sandberg, 'Controlling Service Work: An ambiguous accomplishment between employees, management and customers', *Journal of Consumer Culture*, vol. 8, no. 3, pp. 389–417, Nov. 2008, Available:
<http://0-joc.sagepub.com.pugwash.lib.warwick.ac.uk/content/8/3/389.full.pdf+html>

[227]

M. Korczynski and U. Ott, 'When Production and Consumption Meet: Cultural Contradictions and the Enchanting Myth of Customer Sovereignty', *Journal of Management Studies*, vol. 41, no. 4, pp. 575–599, June 2004, Available:
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1111/j.1467-6486.2004.00445.x/epdf>

[228]

S. H. Lopez, 'Workers, Managers, and Customers: Triangles of Power in Work Communities', *Work and Occupations*, vol. 37, no. 3, pp. 251–271, Aug. 2010, Available:
<http://0-wox.sagepub.com.pugwash.lib.warwick.ac.uk/content/37/3/251.full.pdf+html>

[229]

D. Nickson, C. Warhurst, J. Commander, S. A. Hurrell, and A. M. Cullen, 'Soft skills and employability: Evidence from UK retail', *Economic and Industrial Democracy*, vol. 33, no. 1, pp. 65–84, Feb. 2012, Available:
<http://0-eid.sagepub.com.pugwash.lib.warwick.ac.uk/content/33/1/65.full.pdf+html>

[230]

[236]

k Weeks, 'Life within and against work: Affective labor, feminist critique, and post-Fordist politics', *Ephemera*, vol. 7, no. 1, pp. 233–249, 2007, Available: <http://www.ephemerajournal.org/sites/default/files/7-1weeks.pdf>

[237]

William Foote Whyte, *Industry and Society*. Available: http://www.amazon.co.uk/Industry-Society-William-Foote-Whyte/dp/B000GPGD1O/ref=sr_1_1?s=books&ie=UTF8&qid=1435228917&sr=1-1&keywords=industry+and+society+whyte

[238]

C. Sargent, 'Playing, Shopping, and Working as Rock Musicians: Masculinities in "De-Skilled" and "Re-Skilled" Organizations', *Gender & Society*, vol. 23, no. 5, pp. 665–687, Oct. 2009, Available: <http://0-gas.sagepub.com.pugwash.lib.warwick.ac.uk/content/23/5/665.full.pdf+html>

[239]

V. Nath, 'Aesthetic and emotional labour through stigma: national identity management and racial abuse in offshored Indian call centres', *Work, Employment & Society*, vol. 25, no. 4, pp. 709–725, Dec. 2011, Available: <http://0-wes.sagepub.com.pugwash.lib.warwick.ac.uk/content/25/4/709.full.pdf+html>

[240]

A. Arvidsson, 'The ethical economy: Towards a post-capitalist theory of value.', *Capital & Class*, vol. 33, no. 97, pp. 13–29, 2009, doi: 10.1177/030981680909700102. Available: <http://0-search.ebscohost.com.pugwash.lib.warwick.ac.uk/login.aspx?direct=true&db=bth&AN=36575659&site=eds-live&group=trial>

[241]

H. Cheng, 'Cheap Capitalism: A Sociological Study of Food Crime in China', *British Journal of Criminology*, vol. 52, no. 2, pp. 254–273, Mar. 2012, Available: <http://0-bjc.oxfordjournals.org.pugwash.lib.warwick.ac.uk/content/52/2/254.full.pdf+html>

[242]

R. Hodson, *Dignity at work*. Cambridge: Cambridge University Press, 2001.

[243]

C. Land and S. Taylor, 'Surf 's Up: Work, Life, Balance and Brand in a New Age Capitalist Organization', *Sociology*, vol. 44, no. 3, pp. 395–413, June 2010, Available: <http://0-soc.sagepub.com.pugwash.lib.warwick.ac.uk/content/44/3/395.full.pdf+html>

[244]

Littler, *Radical consumption : shopping for change in contemporary culture*. Open University Press 2009.

[245]

M. J. Sandel, *What money can't buy: the moral limits of markets*. London: Penguin Books, 2013.

[246]

L. Skov, 'Ethics and the fashion industry in West Europe'. *Creative Encounters*, 2008. Available: <http://openarchive.cbs.dk/bitstream/handle/10398/7770/Creative%20Encounters%20Working%20Papers%2018.pdf?sequence=1>

[247]

F. Trentmann, 'Before "fair trade": empire, free trade, and the moral economies of food in the modern world', *Environment and Planning D: Society and Space*, vol. 25, no. 6, pp. 1079–1102, 2007, Available: http://0-www.envplan.com.pugwash.lib.warwick.ac.uk/fulltext_temp/0/d448t.pdf