

SO240: Commercial Cultures in Global Capitalism

View Online



1.

Ahmad, A.: New age globalization: meaning and metaphors. Palgrave Macmillan, Basingstoke (2013).

2.

Appadurai, A.: Modernity at large: cultural dimensions of globalization. University of Minnesota Press, Minneapolis, Minn (1996).

3.

Appadurai, A.: Modernity at large: cultural dimensions of globalization. University of Minnesota Press, Minneapolis (1996).

4.

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

5.

Chua, B.H.: Consumption in Asia: lifestyles and identities. Routledge, Abingdon (2000).

6.

du Gay, P.: Guest Editor's Introduction. Consumption Markets & Culture. 7, 99-105 (2004).

7.

Entwistle, J.: The Cultural Economy of Fashion Buying. *Current Sociology*. 54, 704–724 (2006).

8.

Gamble, J.: *Multinational retailers and consumers in China: Transferring organizational practices from the United Kingdom and Japan*. Palgrave Macmillan, Basingstoke (2011).

9.

Amy Hanser: Is the Customer Always Right? Class, Service and the Production of Distinction in Chinese Department Stores. *Theory and Society*. 36, 415–435 (2007).

10.

Maguire, J., Matthews, J.: Cultural Intermediaries and the Media: Cultural Intermediaries. *Sociology Compass*. 4, 405–416 (2010).

11.

Maguire, J.S., Matthews, J. eds: *The cultural intermediaries reader*. Sage, London (2014).

12.

Molloy, M., Larner, W.: WHO NEEDS CULTURAL INTERMEDIARIES INDEED? *Journal of Cultural Economy*. 3, 361–377 (2010).

13.

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

14.

Moor, L.: Branding consultants as cultural intermediaries. *The Sociological Review*. 56, 408–428 (2008).

15.

Sassatelli, R.: *Consumer culture: history, theory and politics*. SAGE Publications, Los Angeles (2007).

16.

Schor, J.B., Slater, D., Zukin, S., Zelizer, V.A.: *Critical and Moral Stances in Consumer Studies*. *Journal of Consumer Culture*. 10, 274–291 (2010).

17.

Schulz, S.: *Our Lady Hates Viscose: The Role of the Customer Image in High Street Fashion Production*. *Cultural Sociology*. 2, 385–405 (2008).

18.

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

19.

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

20.

Smelser, N.J., Swedberg, R.: *The handbook of economic sociology*. Princeton University Press, Princeton, N.J. (2005).

21.

Tomlinson, J.: *Globalization and culture*. Wiley, Hoboken (2013).

22.

Yúdice, G.: *The expediency of culture: uses of culture in the global era*. Duke University

Press, Durham (2003).

23.

Abílio, L.C.: Making up Exploitation: Direct Selling, Cosmetics and Forms of Precarious Labour in Modern Brazil. *International Journal of Management Concepts and Philosophy*. 6, 59-70 (2012).

24.

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

25.

Arvidsson, A.: The Ethical Economy of Customer Coproduction. *Journal of macromarketing*. 28, 326-338 (2008).

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*. 150, 319-340 (2011).

27.

Cochoy, F.: Calculation, qualculation, calculation: shopping cart arithmetic, equipped cognition and the clustered consumer. *Marketing Theory*. 8, 15-44 (2008).
<https://doi.org/10.1177/1470593107086483>.

28.

Cochoy, F.: 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*. 16, 31-55 (2009).

29.

Cochoy, F.: A sociology of market-things: on tending the garden of choices in mass retailing. *The Sociological Review*. 55, 109–129 (2007).

30.

Smelser, N.J., Swedberg, R.: *The handbook of economic sociology*. Princeton University Press, Princeton, N.J. (2005).

31.

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

32.

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

33.

Green, N.: How Everyday Life Became Virtual: Mundane work at the juncture of production and consumption. *Journal of Consumer Culture*. 1, 73–92 (2001).

34.

Grinshpun, H.: Deconstructing a global commodity: Coffee, culture, and consumption in Japan. *Journal of Consumer Culture*. 14, 343–364 (2014).

35.

Harvey, M.: *Drinking-Water and drinking water: Trajectories of Provision and Consumption in the UK, Taiwan and Delhi*, <http://repository.essex.ac.uk/2472/1/CWP-2012-02-Drinking-Water-and-drinking-water.pdf>, (2012).

36.

Hughes, A.: *Retailers, knowledges and changing commodity networks: the case of the cut*

flower trade. *Geoforum*. 31, 175–190 (2000).

37.

Koeber, C.: *Consumptive Labor: The Increasing Importance of Consumers in the Labor Process*. *Humanity & Society*. 35, 205–232 (2011).

38.

Daniel Miller: *Global denim*. , Berg 2011.

39.

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

40.

Ritzer, G., Jurgenson, N.: *Production, Consumption, Prosumption: The nature of capitalism in the age of the digital 'prosumer'*. *Journal of Consumer Culture*. 10, 13–36 (2010).

41.

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

42.

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

43.

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

44.

Tokatli, N.: Asymmetrical power relations and upgrading among suppliers of global clothing brands: Hugo Boss in Turkey. *Journal of Economic Geography*. 7, 67–92 (2007).

45.

Tokatli, N.: Global sourcing: insights from the global clothing industry the case of Zara, a fast fashion retailer. *Journal of Economic Geography*. 8, 21–38 (2007).

46.

Tokatli, N.: Globalization and the changing clothing industry in Turkey. *Environment and Planning A*. 35, 1877–1894 (2003).

47.

Trentmann, F.: Crossing Divides: Consumption and globalization in history. *Journal of Consumer Culture*. 9, 187–220 (2009).

48.

Zwick, D., Bonsu, S.K., Darmody, A.: Putting Consumers to Work: `Co-creation` and new marketing govern-mentality. *Journal of Consumer Culture*. 8, 163–196 (2008).

49.

Atkinson, M.: Straightedge Bodies and Civilizing Processes. *Body & Society*. 12, 69–95 (2006).

50.

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

51.

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

52.

Baker, S.E.: Retailing retro: Class, cultural capital and the material practices of the (re)valuation of style. *European Journal of Cultural Studies*. 15, 621–641 (2012).

53.

Botterill, J.: *Consumer culture and personal finance: Money goes to market*. Palgrave Macmillan, Basingstoke (2010).

54.

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

55.

Bryman, A.: The Disneyization of Society. *Sociological Review*. 47, 25–47 (1999).

56.

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

57.

Campbell, C.: Romanticism, Introspection and Consumption: A Response to Professor Holbrook. *Consumption Markets & Culture*. 1, 165–173 (1997).

58.

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

59.

Chua, B.H.: *Consumption in Asia: lifestyles and identities*. Routledge, Abingdon (2000).

60.

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

61.

Cook, D.T.: *Beyond Either/Or*. *Journal of Consumer Culture*. 4, 147–153 (2004).

62.

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

63.

Amy-Chinn, D., Jantzen, C., Ostergaard, P.: *Doing and meaning: Towards an integrated approach to the study of women's relationship to underwear*. *Journal of Consumer Culture*. 6, 379–401 (2006).

64.

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

65.

Falk, P.: *The consuming body*. Sage, London (1994).

66.

Birtchnell, T., Caletrío, J. eds: *Elite mobilities*. Routledge, Taylor & Francis Group, London (2014).

67.

Featherstone, M.: *The Body in Consumer Culture*. *Theory, Culture & Society*. 1, 18–33 (1982).

68.

Featherstone, M.: Consumer culture and postmodernism. Sage, London (1991).

69.

Featherstone, M.: Consumer culture and postmodernism. Sage Publications, London (1991).

70.

Fehérváry, K.: American Kitchens, Luxury Bathrooms, and the Search for a 'Normal' Life in Postsocialist Hungary. *Ethnos*. 67, 369–400 (2002).

71.

Firat, A.F., Pettigrew, S., Belk, R.W.: Themed experiences and spaces. *Consumption Markets & Culture*. 14, 123–124 (2011).

72.

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

73.

Between Fashion and Tesettür: Marketing and Consuming Women's Islamic Dress. *Journal of Middle East Women's Studies*. 6, 118–148.

74.

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

75.

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

76.

Holbrook, M.B.: Romanticism, introspection, and the roots of experiential consumption: Morris the Epicurean. *Consumption Markets & Culture*. 1, 97–163 (1997).

77.

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

78.

Humphery, K.: *Shelf life: supermarkets and the changing cultures of consumption*. Cambridge University Press, Cambridge (1998).

79.

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

80.

Jantzen, C.: Becoming a 'woman to the backbone': Lingerie consumption and the experience of feminine identity. *Journal of Consumer Culture*. 6, 177–202 (2006).

81.

Jenkins, R., Nixon, E., Molesworth, M.: 'Just normal and homely': The presence, absence and othering of consumer culture in everyday imagining. *Journal of Consumer Culture*. 11, 261–281 (2011).

82.

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

83.

Knox, H., O'Doherty, D., Vurdubakis, T., Westrup, C.: THE DEVIL AND CUSTOMER RELATIONSHIP MANAGEMENT. *Journal of Cultural Economy*. 3, 339–359 (2010).

84.

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

85.

Callon, M., Millo, Y., Muniesa, F.: *Market devices*. Blackwell, Oxford (2007).

86.

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

87.

Penaloza, L.: Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town. *Consumption Markets & Culture*. 2, 337–400 (1998).

88.

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

89.

Rafferty, K.: Class-based emotions and the allure of fashion consumption. *Journal of Consumer Culture*. 11, 239–260 (2011).

90.

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

91.

Rappaport, E.D., American Council of Learned Societies: Shopping for pleasure: women in the making of London's West End. Princeton University Press, Princeton, N.J. (2001).

92.

Sassatelli, R.: Consumer culture: history, theory and politics. SAGE Publications, Los Angeles (2007).

93.

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

94.

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

95.

Wong, L.: Market Cultures, the Middle Classes and Islam: Consuming the Market? Consumption Markets & Culture. 10, 451-480 (2007).

96.

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

97.

Zukin, S., Kosta, E.: Bourdieu Off-Broadway: Managing Distinction on a Shopping Block in the East Village. City and Community. 3, 101-114 (2004).

98.

Zwick, D., Denegri Knott, J.: Manufacturing Customers: The database as new means of

production. *Journal of Consumer Culture*. 9, 221–247 (2009).

99.

Aspers, P.: Knowledge and valuation in markets. *Theory and Society*. 38, 111–131 (2009).

100.

Bill, A.: Blood, Sweat and Shears: Happiness, Creativity and Fashion Education. *Fashion Theory: the journal of dress, body and culture*. 16, 49–66 (2012).

101.

McKinlay, A., Smith, C.: *Creative labour: working in the creative industries*. Palgrave Macmillan, Basingstoke (2009).

102.

Christopherson, S.: Beyond the Self-expressive Creative Worker: An Industry Perspective on Entertainment Media. *Theory, Culture & Society*. 25, 73–95 (2008).

103.

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

104.

Ebbers, J.J., Wijnberg, N.M.: Latent organizations in the film industry: Contracts, rewards and resources. *Human Relations*. 62, 987–1009 (2009).

105.

Entwistle, J.: *The aesthetic economy of fashion: markets and value in clothing and modelling*. Berg, Oxford (2009).

106.

Entwistle, J.: The Cultural Economy of Fashion Buying. *Current Sociology*. 54, 704–724 (2006).

107.

Garnham, N.: From cultural to creative industries. *International Journal of Cultural Policy*. 11, 15–29 (2005).

108.

Gill, R.: Culture and Subjectivity in Neoliberal and Postfeminist Times. *Subjectivity*. 25, 432–445 (2008).

109.

Gill, R., Pratt, A.: In the Social Factory?: Immaterial Labour, Precariousness and Cultural Work. *Theory, Culture & Society*. 25, 1–30 (2008).

110.

Godart, F.C., Mears, A.: How Do Cultural Producers Make Creative Decisions? Lessons from the Catwalk. *Social Forces*. 88, 671–692 (2009). <https://doi.org/10.1353/sof.0.0266>.

111.

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

112.

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

113.

Kong, L.: The sociality of cultural industries. *International Journal of Cultural Policy*. 11, 61–76 (2005).

114.

Kong, L., O'Connor, J.: Creative economies, creative cities: Asian-European perspectives. Springer, Dordrecht [Netherlands] (2009).

115.

Kong, L., O'Connor, J.: Creative economies, creative cities: Asian-European perspectives. Springer, Dordrecht [Netherlands] (2009).

116.

Globalization, the 'new economy' and working women: Theorizing from the New Zealand designer fashion industry. *Feminist Theory*. 10, 35–59 (2009).

117.

Lee, H., K.: Cultural Consumers as "New Cultural Intermediaries": Manga Scanlators. *Arts and the Market*. 2, 131–143 (2012).

118.

Mosco, V.: Knowledge workers in the information society. , Lexington Books 2008.

119.

McKinlay, A., Smith, C.: Creative labour: working in the creative industries. Palgrave Macmillan, Basingstoke (2009).

120.

Du Gay, P., Pryke, M.: Cultural economy: cultural analysis and commercial life. Sage, London (2002).

121.

Maguire, J.S., Matthews, J.: Are we all cultural intermediaries now? An introduction to cultural intermediaries in context. *European Journal of Cultural Studies*. 15, 551–562 (2012). <https://doi.org/10.1177/1367549412445762>.

122.

Provenance and the Liminality of Production and Consumption: The Case of Wine Promoters. *Marketing Theory*. 10, 269–282 (2010).

123.

Maguire, J.S.: Leisure and the Obligation of Self-Work: An Examination of the Fitness Field. *Leisure Studies*. 27, 59–75 (2008).

124.

Maguire, J.S., Matthews, J.: Cultural Intermediaries and the Media: Cultural Intermediaries. *Sociology Compass*. 4, (2010).

125.

Maguire, J.S., Strickland, P., Frost, W.: Familiness as a form of value for wineries: a preliminary account. *Journal of Wine Research*. 24, 112–127 (2013).

126.

Morgan, George: Beyond the vocational fragments: Creative work, precarious labour and the idea of 'Flexploitation'. *The Economic and Labour Relations Review : ELRR*. 24,.

127.

Ross, A.: *Nice work if you can get it: life and labor in precarious times*. New York University Press, New York (2009).

128.

Sherman, R.: The Production of Distinctions: Class, Gender, and Taste Work in the Lifestyle Management Industry. *Qualitative Sociology*. 34, 201–219 (2011).

<https://doi.org/10.1007/s11133-010-9178-5>.

129.

Siebert, S., Wilson, F.: All work and no pay: consequences of unpaid work in the creative industries. *Work, Employment & Society*. 27, 711–721 (2013).

130.

Skov, L.: HONG KONG FASHION DESIGNERS AS CULTURAL INTERMEDIARIES: OUT OF GLOBAL GARMENT PRODUCTION. *Cultural Studies*. 16, 553–569 (2002).

131.

Sommerlund, J.: MEDIATIONS IN FASHION. *Journal of Cultural Economy*. 1, 165–180 (2008).

132.

Banks, M., Gill, R., Taylor, S. eds: *Theorizing cultural work: labour, continuity and change in the cultural and creative industries*. Routledge/Taylor & Francis Group, London (2013).

133.

Wernick, A.: *Promotional culture: advertising, ideology, and symbolic expression*. Sage Publications, London (1991).

134.

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

135.

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

136.

Araujo, L.: Markets, market-making and marketing. *Marketing Theory*. 7, 211–226 (2007).

137.

Botterill, J.: Cowboys, Outlaws and Artists: The rhetoric of authenticity and contemporary jeans and sneaker advertisements. *Journal of Consumer Culture*. 7, 105–125 (2007).

138.

Cochoy, F.: 'HOW TO BUILD DISPLAYS THAT SELL'. *Journal of Cultural Economy*. 3, 299–315 (2010).

139.

Crockett, D.: Marketing blackness: How advertisers use race to sell products. *Journal of Consumer Culture*. 8, 245–268 (2008).

140.

Cronin, A.M.: Currencies of Commercial Exchange: Advertising agencies and the promotional imperative. *Journal of Consumer Culture*. 4, 339–360 (2004).

141.

Cronin, A.M.: Regimes of mediation: advertising practitioners as cultural intermediaries? *Consumption Markets & Culture*. 7, 349–369 (2004).

142.

Ibroscheva, E.: The unbearable lightness of advertising: culture, media and the rise of advertising in socialist Bulgaria. *Consumption Markets & Culture*. 16, 290–310 (2013).

143.

Malefyt, T.D. deWaal, Moeran, B.: *Advertising cultures*. Berg, Oxford (2003).

144.

Kobayashi, K.: 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*. 47, 724–742 (2012).

145.

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

146.

McFall, E.R.: Advertising: a cultural economy. SAGE, London (2004).

147.

Fraser, M., Greco, M.: The body: a reader. Routledge, London (2005).

148.

Millard, J.: Performing Beauty: Dove's 'Real Beauty' Campaign. *Symbolic Interaction*. 32, 146–168 (2009).

149.

Moeran, Brian: A Dedicated Storytelling Organization: Advertising Talk in Japan. *Human Organization*. 66, 160–170.

150.

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

151.

Morais, Robert J: Conflict and Confluence in Advertising Meetings. *Human Organization*. 66, 150–159.

152.

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

153.

Nixon, S.: *Advertising cultures: gender, commerce, creativity*. SAGE, London (2003).

154.

REDMOND, S.: *Thin White Women in Advertising: Deathly Corporeality*. *Journal of Consumer Culture*. 3, 170–190 (2003).

155.

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

156.

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

157.

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

158.

Aronczyk, M.: 'Living the Brand': Nationality, Globality, and the Identity Strategies of Nation Branding Consultants. *International Journal of Communication*. 2, 41–65 (2008).

159.

Arvidsson, A.: *Brands: A critical perspective*. *Journal of Consumer Culture*. 5, 235–258 (2005).

160.

Chang (Translated by Yung-chao Liao), H.: Fake logos, fake theory, fake globalization. *Inter-Asia Cultural Studies*. 5, 222–236 (2004).

161.

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

162.

Puyou, F.-R.: *Imagining organizations: performative imagery in business and beyond.* Routledge, New York (2012).

163.

Puyou, F.-R.: *Imagining organizations: performative imagery in business and beyond.* Routledge, New York, NY (2012).

164.

Rafaeli, A., Pratt, M.G.: *Artifacts and organizations.* Lawrence Erlbaum, Mahwah, N.J. (2005).

165.

Hearn, A.: `Meat, Mask, Burden`: Probing the contours of the branded `self`. *Journal of Consumer Culture*. 8, 197–217 (2008).

166.

Koller, V.: "The World's Local Bank": Glocalisation as a Strategy in Corporate Branding Discourse. *Social Semiotics*. 17, 111–131 (2007).

167.

Lury, C.: BRAND AS ASSEMBLAGE. *Journal of Cultural Economy*. 2, 67–82 (2009).

168.

Moor, L.: Branding consultants as cultural intermediaries. *The Sociological Review*. 56, 408–428 (2008).

169.

Moor, L., Lury, C.: MAKING AND MEASURING VALUE. *Journal of Cultural Economy*. 4, 439–454 (2011).

170.

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

171.

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

172.

Roper, S., La Niece, C.: The importance of brands in the lunch-box choices of low-income British school children. *Journal of Consumer Behaviour*. 8, 84–99 (2009).
<https://doi.org/10.1002/cb.275>.

173.

Puyou, F.-R.: *Imagining organizations: performative imagery in business and beyond*. Routledge, New York (2012).

174.

Puyou, F.-R.: *Imagining organizations: performative imagery in business and beyond*. Routledge, New York, NY (2012).

175.

Servicescapes. NTC Business Books, Lincolnwood, Ill (1998).

176.

Aspers, P.: Using design for upgrading in the fashion industry. *Journal of Economic Geography*. 10, 189–207 (2010).

177.

Bitner, M.J.: Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*. 56, 57–71 (1992). <https://doi.org/10.2307/1252042>.

178.

Bohme, G.: Atmosphere as the Fundamental Concept of a New Aesthetics. *Thesis Eleven*. 36, 113–126 (1993).

179.

Bohme, G.: Contribution to the Critique of the Aesthetic Economy. *Thesis Eleven*. 73, 71–82 (2003).

180.

Rafaeli, A., Pratt, M.G.: *Artifacts and organizations*. Lawrence Erlbaum, Mahwah, N.J. (2005).

181.

Chugh, S., Hancock, P.: Networks of aestheticization: the architecture, artefacts and embodiment of hairdressing salons. *Work, Employment & Society*. 23, 460–476 (2009).

182.

DeNora, T., Belcher, S.: '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*. 48, 80–101 (2000).

183.

Entwistle, J.: The Aesthetic Economy: The production of value in the field of fashion modelling. *Journal of Consumer Culture*. 2, 317–339 (2002).

184.

Entwistle, J., Wissinger, E.: Keeping up appearances: aesthetic labour in the fashion modelling industries of London and New York. *The Sociological Review*. 54, 774–794 (2006).

185.

Eustace, E.: Speaking allowed? Workplace regulation of regional dialect. *Work, Employment & Society*. 26, 331–348 (2012).

186.

Gökarıksel, B., Secor, A.J.: New transnational geographies of Islamism, capitalism and subjectivity: the veiling-fashion industry in Turkey. *Area*. 41, 6–18 (2009).

187.

Hall, R., van den Broek, D.: Aestheticising retail workers: Orientations of aesthetic labour in Australian fashion retail. *Economic and Industrial Democracy*. 33, 85–102 (2012).

188.

Kniazeva, M., Belk, R.W.: Packaging as Vehicle for Mythologizing the Brand. *Consumption Markets & Culture*. 10, 51–69 (2007).

189.

Mears, A.: *Pricing beauty: the making of a fashion model*. University of California Press, Berkeley (2011).

190.

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

191.

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

192.

Saito, Y.: *Everyday aesthetics.* Oxford University Press, Oxford (2007).

193.

Sandikci, Ö., Ger, G.: *Veiling in Style: How Does a Stigmatized Practice Become Fashionable?* *Journal of Consumer Research.* 37, 15–36 (2010).
<https://doi.org/10.1086/649910>.

194.

Todd, Anne Marie: *THE AESTHETIC TURN IN GREEN MARKETING: ENVIRONMENTAL CONSUMER ETHICS OF NATURAL PERSONAL CARE PRODUCTS.* *Ethics and the Environment.* 9, 86–102.

195.

Christopher Warhurst: *Looking Good, Sounding Right?: Style Counselling in the New Economy* - Christopher Warhurst, Dennis Nickson - Google Books. Industrial Society, 2001.

196.

Williams, C.L., Connell, C.: *'Looking Good and Sounding Right': Aesthetic Labor and Social Inequality in the Retail Industry.* *Work and Occupations.* 37, 349–377 (2010).

197.

Wissinger, E.: Managing the semiotics of skin tone: Race and aesthetic labor in the fashion modeling industry. *Economic and Industrial Democracy*. 33, 125–143 (2012).

198.

Witz, A., Warhurst, C., Nickson, D.: The Labour of Aesthetics and the Aesthetics. *Organization*. 10, 33–54 (2003).

199.

Carah, N.: Brand value: how affective labour helps create brands. *Consumption Markets & Culture*. 17, 346–366 (2014).

200.

Gobé, M.: *Emotional branding: the new paradigm for connecting brands to people*. Allworth Press, New York (2009).

201.

Gottschalk, S.: Hypermodern Consumption and Megalomania: Superlatives in commercials. *Journal of Consumer Culture*. 9, 307–327 (2009).

202.

Hartmann, B.J., Ostberg, J.: Authenticating by re-enchantment: The discursive making of craft production. *Journal of Marketing Management*. 29, 882–911 (2013).
<https://doi.org/10.1080/0267257X.2012.732596>.

203.

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

204.

Illouz, E.: Emotions, Imagination and Consumption: A new research agenda. *Journal of Consumer Culture*. 9, 377–413 (2009).

205.

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

206.

Schulz, S.: 'Our Lady Hates Viscose: The Role of the Customer Image in High Street Fashion Production'. *Cultural Sociology*. 2, 385–405 (2008).

207.

Strickland, Paul: Using family heritage to market wines. *International Journal of Wine Business Research*. 25, 125–137 (2013).

208.

Bolton, S.C.: Getting to the heart of the emotional labour process: a reply to Brook. *Work, Employment & Society*. 23, 549–560 (2009).

209.

Bolton, S.C., Houlihan, M.: Bermuda Revisited?: Management Power and Powerlessness in the Worker-Manager-Customer Triangle. *Work and Occupations*. 37, 378–403 (2010).

210.

Brook, P.: In critical defence of 'emotional labour': refuting Bolton's critique of Hochschild's concept. *Work, Employment & Society*. 23, 531–548 (2009).

211.

Hochschild, A.R.: *The managed heart: commercialization of human feeling*. University of California Press, Berkeley (2012).

212.

Wissinger, E.: Modelling a way of life: Immaterial and affective labour in the fashion modelling industry. *Ephemera*. 7, 250–269 (2007).

213.

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

214.

Gatta, M.: Restaurant servers, tipping, and resistance. *Qualitative Research in Accounting & Management*. 6, 70–82 (2009).

215.

Gatta, M., Boushey, H., Appelbaum, E.: High-Touch and Here-to-Stay: Future Skills Demands in US Low Wage Service Occupations. *Sociology*. 43, 968–989 (2009).

216.

Gimlin, D.: What Is 'Body Work'? A Review of the Literature. *Sociology Compass*. 1, 353–370 (2007).

217.

Kang, M.: The Managed Hand: The Commercialization of Bodies and Emotions in Korean Immigrant-Owned Nail Salons. *Gender & Society*. 17, 820–839 (2003).

218.

Tyler, M., Abbott, P.: Chocs Away: Weight Watching in the Contemporary Airline Industry. *Sociology*. 32, 433–450 (1998).

219.

Adkins, L., Lury, C.: The labour of identity: performing identities, performing economies. *Economy and Society*. 28, 598–614 (1999).

220.

Sharma, U., Black, P.: Look Good, Feel Better: Beauty Therapy as Emotional Labour. *Sociology*. 35, 913–931 (2001).

221.

Backett-Milburn, K., McKie, L., British Sociological Association: Constructing gendered bodies. Palgrave, Basingstoke (2001).

222.

Backett-Milburn, K., McKie, L.: Constructing gendered bodies. Palgrave Macmillan, Basingstoke (2001).

223.

Pettinger, L.: Gendered Work Meets Gendered Goods: Selling and Service in Clothing Retail. *Gender, Work & Organization*. 12, 460–478 (2005).
<https://doi.org/10.1111/j.1468-0432.2005.00284.x>.

224.

Nixon, D.: 'I Can't Put a Smiley Face On': Working-Class Masculinity, Emotional Labour and Service Work in the 'New Economy'. *Gender, Work & Organization*. 16, 300–322 (2009).

225.

Warhurst, C., Nickson, D.: 'Who's Got the Look?' Emotional, Aesthetic and Sexualized Labour in Interactive Services. *Gender, Work & Organization*. 16, 385–404 (2009).

226.

Johnston, A., Sandberg, J.: Controlling Service Work: An ambiguous accomplishment between employees, management and customers. *Journal of Consumer Culture*. 8, 389–417 (2008).

227.

Korczynski, M., Ott, U.: When Production and Consumption Meet: Cultural Contradictions and the Enchanting Myth of Customer Sovereignty. *Journal of Management Studies*. 41, 575–599 (2004).

228.

Lopez, S.H.: Workers, Managers, and Customers: Triangles of Power in Work Communities. *Work and Occupations*. 37, 251–271 (2010).

229.

Nickson, D., Warhurst, C., Commander, J., Hurrell, S.A., Cullen, A.M.: Soft skills and employability: Evidence from UK retail. *Economic and Industrial Democracy*. 33, 65–84 (2012).

230.

Nixon, A.E., Yang, L.-Q., Spector, P.E., Zhang, X.: Emotional labor in china: do perceived organizational support and gender moderate the process? *Stress and Health*. 27, 289–305 (2011).

231.

Ocejo, R.E.: At your service: The meanings and practices of contemporary bartenders. *European Journal of Cultural Studies*. 15, 642–658 (2012).

232.

Otis, E.M.: Beyond the Industrial Paradigm: Market-Embedded Labor and the Gender Organization of Global Service Work in China. *American Sociological Review*. 73, 15–36 (2008).

233.

Pettinger, L.: Friends, relations and colleagues: The blurred boundaries of the workplace. *The Sociological Review*. 53, 37–55 (2006).

234.

Pettinger, L.: Developing aesthetic labour: the importance of consumption. *International Journal of Work Organisation and Emotion*. 2, 327–343 (2008).

235.

Tyler, M.: Growing Customers: Sales-service work in the children`s culture industries. *Journal of Consumer Culture*. 9, 55–77 (2009).

236.

Weeks, k: Life within and against work: Affective labor, feminist critique, and post-Fordist politics. *Ephemera*. 7, 233–249 (2007).

237.

William Foote Whyte: *Industry and Society*.

238.

Sargent, C.: Playing, Shopping, and Working as Rock Musicians: Masculinities in 'De-Skilled' and 'Re-Skilled' Organizations. *Gender & Society*. 23, 665–687 (2009).

239.

Nath, V.: Aesthetic and emotional labour through stigma: national identity management and racial abuse in offshored Indian call centres. *Work, Employment & Society*. 25, 709–725 (2011).

240.

Arvidsson, A.: The ethical economy: Towards a post-capitalist theory of value. *Capital & Class*. 33, 13–29 (2009). <https://doi.org/10.1177/030981680909700102>.

241.

Cheng, H.: Cheap Capitalism: A Sociological Study of Food Crime in China. *British Journal of Criminology*. 52, 254–273 (2012).

242.

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

243.

Land, C., Taylor, S.: Surf 's Up: Work, Life, Balance and Brand in a New Age Capitalist Organization. *Sociology*. 44, 395–413 (2010).

244.

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

245.

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

246.

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

247.

Trentmann, F.: Before "fair trade": empire, free trade, and the moral economies of food in the modern world. *Environment and Planning D: Society and Space*. 25, 1079–1102 (2007).