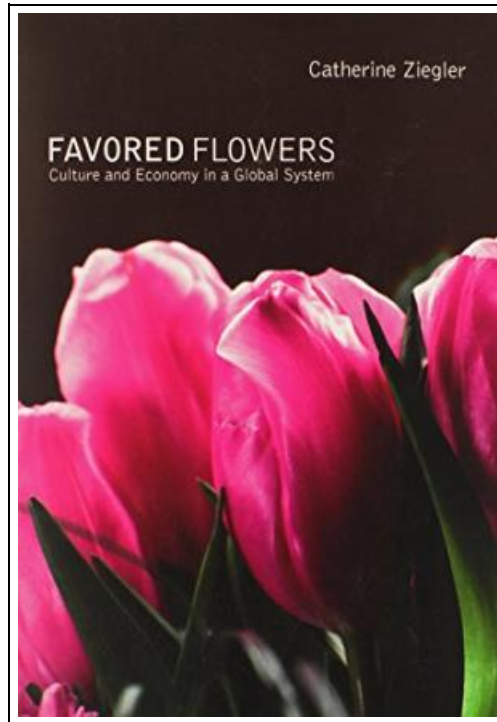


## Favored Flowers: Culture and Economy in a Global System



Filesize: 4.76 MB

### ***Reviews***

*A whole new eBook with an all new standpoint. It is actually rally fascinating throgh reading through time period. You wont truly feel monotony at anytime of your own time (that's what catalogues are for relating to when you request me).  
(Claire Bartell)*

## FAVORED FLOWERS: CULTURE AND ECONOMY IN A GLOBAL SYSTEM



Duke University Press. Paperback. Book Condition: new. BRAND NEW, Favored Flowers: Culture and Economy in a Global System, Catherine Ziegler, Billions of fresh-cut flowers are flown into the United States every year, allowing Americans to choose from a broad array of blooms regardless of the season. "Favored Flowers" is a lively investigation of the worldwide production and distribution of fresh-cut flowers and their consumption in the New York metropolitan area. In an ethnography filled with roses, orchids, and gerberas, flower auctions, new hybrids, and new logistical systems, Catherine Ziegler unravels the economic and cultural strands of the global flower market. She provides an historical overview of the development of the cut flower industry in New York from the late nineteenth century to 1970, and on to its ultimate transformation from a domestic to a global industry. As she points out, cut flowers serve no utilitarian purpose; rather, they signal consumers' social and cultural decisions about expressing love, mourning, status, and identity. Ziegler shows how consumer behavior and choices have changed over time and how they are shaped by the media, by the types of available flowers, and by flower retailing. Ziegler interviewed more than 250 people as she followed flowers along the full length of the commodity chain, from cuttings in Europe and Latin America to vases in and around New York. She examines the daily experiences of flower growers in the Netherlands and Ecuador, two leading exporters of flowers to the United States. Primary focus, though, is on others in the commodity chain: exporters, importers, wholesalers, and retailers. She follows their activities as they respond to changing competition, supply, and consumer behavior in a market characterized by risk, volatility, and imperfect knowledge. By tracing changes in the wholesale and retail systems, she shows the recent development of two complementary commodity...



[Read Favored Flowers: Culture and Economy in a Global System Online](#)



[Download PDF Favored Flowers: Culture and Economy in a Global System](#)

## Related eBooks



### TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Save Book](#)

»



### TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Save Book](#)

»



### A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Save Book](#)

»



### Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how...

[Save Book](#)

»



### The Ethical Journalist (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, The Ethical Journalist (New edition), Tony Harcup, 'Harcup's interviews with local journalists reveal the complexity of acting ethically through insightful discussions of professional rivalry, the demands...

[Save Book](#)

»