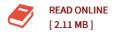




Orderly Fashion: A Sociology of Markets (Hardback)

By Patrik Aspers

Princeton University Press, United States, 2010. Hardback. Book Condition: New. 236 x 152 mm. Language: English . Brand New Book. For any market to work properly, certain key elements are necessary: competition, pricing, rules, clearly defined offers, and easy access to information. Without these components, there would be chaos. Orderly Fashion examines how order is maintained in the different interconnected consumer, producer, and credit markets of the global fashion industry. From retailers in Sweden and the United Kingdom to producers in India and Turkey, Patrik Aspers focuses on branded garment retailers--chains such as Gap, HM, Old Navy, Topshop, and Zara. Aspers investigates these retailers interactions and competition in the consumer market for fashion garments, traces connections between producer and consumer markets, and demonstrates why market order is best understood through an analysis of its different forms of social construction. Emphasizing consumption rather than production, Aspers considers the larger retailers roles as buyers in the production market of garments, and as potential objects of investment in financial markets. He shows how markets overlap and intertwine and he defines two types of markets--status markets and standard markets. In status markets, market order is related to the identities of the participating actors more...



Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be writter in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

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It in a single of the best book. This is for those who statte there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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