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GLOBALIZATION OF THE CONSUMER SOCIETY .
Context of the Research "Cross-cultural consumption"
occurs when a product or service is produced in one
culture but consumed in some other culture. The
globalization of markets has resulted in an exponential
increase in the incidence the cross-cultural consumption of

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[This essay is excerpted from Constance Classen and
David Howes, "Epilogue: The Dynamics and Ethics of
Cross-Cultural Consumption" in David Howes (ed.),
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cultural implications of the globalization of a consumer

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Cross-Cultural Consumption | Global Markets, Local ...

Through their examination of cultural imperialism and cultural appropriation of the representation of otherness and identity, Howes and his contributors show how the increasingly global flow of goods and images challenges the very idea of the cultural border and creates new spaces for cultural invention. Marian Breidin, Concordia University, Constance Classen, Jean Comaroff, University of

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David Howes Law and the Senses

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