Seven Deadly Sins in Consumption

Edited by Henna Syrjälä and Hanna Leipämaa-Leskinen, School of Marketing and Communication, University of Vaasa, Finland

Offering a novel view on morality in consumption, this book creatively examines how the seven deadly sins - pride, greed, lust, gluttony, envy, wrath, and sloth - are embodied in contemporary consumer society. Each of the seven chapters summarizes previous literature of the sins across disciplinary boundaries, and explores how consumption is likely to change in the future.

“This anthology is a theoretically innovative study of the seven deadly sins in contemporary consumer culture. It is a much wanted in-depth understanding of the sins’ emergence, meanings and consequences in consumer culture that allow us to realize their complexity and the importance of considering both micro, mezzo and macro/supra levels as well as reciprocal interactions in-between. The book offers an important reflection of the ambiguous interpretations of the seven deadly sins in today’s consumer culture and is both an intriguing and challenging endeavour.”

– Karin M. Ekström, University of Borås, Sweden

“Seven Deadly Sins in Consumption is an intellectually inspiring and fun scholarly account of the fundamental desires and emotions that drive us in contemporary consumer culture – an excellent example of the scholarship and exceptional creativity of the community that is now known as the Vaasa School of Consumer Research.”

– Johanna Moisander, Aalto University School of Business, Finland

“Versions of the seven deadly sins have haunted consumption for thousands of years. Losing some of their former religious sting, they have become sins against the environment, equality, and humility in an age of self-promotion. Drawing on multiple theoretical and methodological perspectives, this engaging volume brings fresh force to each vice.”

– Russell Belk, York University, Canada

2018 176 pp Hardback £80.00 £72.00 £115.00 £103.50
Elgaronline 978 1 78811 718 0

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Gloucestershire GL50 2JA. Registered number: 204703