



Psicología económica y del comportamiento del consumidor (Manuales) (Spanish Edition)

Adriana Gil Juárez, Vicent Borràs Català, Joel Feliu Samuel-Lajeunesse, Eduard Juanola Hospital

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Este libro presenta un campo de estudio, el consumo, desde un punto de vista psicosocial y sociológico. Su objetivo es estimular la reflexión sobre la nueva sociedad de consumo que se está consolidando actualmente. Se entiende el consumo como un hecho que va mucho más allá del comportamiento económico. El consumo es, ante todo, un hecho social, simbólico y psicológico, pues forma parte de nuestra cotidianeidad hasta el punto de que se inscribe en nuestras emociones y funda nuestros deseos más íntimos. El consumo conforma nuestra nueva manera de relacionarnos con los objetos, por supuesto; pero asimismo, de forma sorprendente, conforma nuestras relaciones con las otras personas y con nosotros mismos. En el deseo, en el acto y en los efectos del consumo construimos una nueva sociedad y unos nuevos sujetos, cuyo proyecto de vida ya no está vinculado al trabajo, sino al consumo.

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