



Consumer Culture and Personal Finance: Money Goes to Market (Consumption and Public Life)

Jacqueline Botterill

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This book explores the personal savings and credit discourses surrounding post-war British consumer culture. This cultural history highlights the contradictory meanings of home ownership, domesticity, women's consumerism, and banking deregulation that underwrote unprecedented financial crisis and consumer indebtedness. This is an ideal resource for Postgraduate Students and Researchers in the Sociology and Geography of Financial Markets, Consumer Culture, Family Sociology, and Economics (social economy of households).

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