



Performing Consumers: Global Capital and its Theatrical Seductions

Maurya Wickstrom

Download now

[Click here](#) if your download doesn't start automatically

Performing Consumers: Global Capital and its Theatrical Seductions

Maurya Wickstrom

Performing Consumers: Global Capital and its Theatrical Seductions Maurya Wickstrom

Performing Consumers is an exploration of the way in which brands insinuate themselves into the lives of ordinary people who encounter them at branded superstores.

Looking at our performative desire to 'try on' otherness, Maurya Wickstrom employs five American brandscapes to serve as case studies: Ralph Lauren; Niketown; American Girl Place; Disney store and *The Lion King*; and The Forum Shops at Caesar's Palace in Las Vegas. In this post-product era, each builds for the performer/consumer an intensely pleasurable, somatic experience of merging into the brand and reappearing as the brand, or the brand's fictional meanings.

To understand this embodiment as the way that capital is producing subjectivity as an aspect of itself, Wickstrom casts a wide net, drawing on:

- the history of capital's relationship with theatre
- political developments in the United States
- recent work in political science, philosophy, and performance studies.

An adventurous study of theatrical indeterminacy and material culture, *Performing Consumers* brilliantly takes corporate culture to task.

 [Download Performing Consumers: Global Capital and its Theatrical Seductions ...pdf](#)

 [Read Online Performing Consumers: Global Capital and its Theatrical Seductions ...pdf](#)

Download and Read Free Online Performing Consumers: Global Capital and its Theatrical Seductions Maurya Wickstrom

From reader reviews:

Maria Ives:

What do you concerning book? It is not important along? Or just adding material when you require something to explain what the one you have problem? How about your free time? Or are you busy individual? If you don't have spare time to accomplish others business, it is gives you the sense of being bored faster. And you have free time? What did you do? All people has many questions above. They need to answer that question mainly because just their can do this. It said that about book. Book is familiar in each person. Yes, it is correct. Because start from on pre-school until university need that Performing Consumers: Global Capital and its Theatrical Seductions to read.

Daniel Hayes:

Reading a guide tends to be new life style with this era globalization. With studying you can get a lot of information that can give you benefit in your life. Having book everyone in this world can share their idea. Ebooks can also inspire a lot of people. A great deal of author can inspire their particular reader with their story or perhaps their experience. Not only the storyplot that share in the guides. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors on this planet always try to improve their proficiency in writing, they also doing some study before they write to the book. One of them is this Performing Consumers: Global Capital and its Theatrical Seductions.

Eric Beckman:

Are you kind of active person, only have 10 or 15 minute in your time to upgrading your mind talent or thinking skill also analytical thinking? Then you have problem with the book as compared to can satisfy your short space of time to read it because all this time you only find reserve that need more time to be go through. Performing Consumers: Global Capital and its Theatrical Seductions can be your answer as it can be read by a person who have those short free time problems.

Doreen Looney:

Is it you actually who having spare time and then spend it whole day by watching television programs or just resting on the bed? Do you need something new? This Performing Consumers: Global Capital and its Theatrical Seductions can be the respond to, oh how comes? A book you know. You are so out of date, spending your free time by reading in this brand-new era is common not a nerd activity. So what these books have than the others?

Download and Read Online Performing Consumers: Global Capital and its Theatrical Seductions Maurya Wickstrom #UXG0JSEOZ7C

Read Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom for online ebook

Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom books to read online.

Online Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom ebook PDF download

Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom Doc

Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom Mobipocket

Performing Consumers: Global Capital and its Theatrical Seductions by Maurya Wickstrom EPub