



## The World of Goods: Volume 12 (Mary Douglas: Collected Works)

By Professor Mary Douglas, Mary Douglas, Baron Isherwood

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First published in 1979, this volume introduces a cultural factor to theories of consumption. *The World of Goods* goes beyond standard economic analyses, which rely on theories of individual psychology. Douglas studies how consumers use goods to fulfil their intentions in regard to one another. *The World of Goods* insists that goods are wanted for social purposes, for sharing and giving, more than for the private enjoyment that is the pivot of utilitarian explanations. This book offers a completely original way of thinking about consumption as a series of rituals.

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## **Editorial Review**

About the Author

**Mary Douglas** is one of England's most distinguished anthropologists. She is author of, among many other works, *Purity and Danger* (1966), *Natural Symbols* (1970), and *Implicit Meanings* (1976).

**Baron Isherwood** is an English economist and specialist on consumer behaviour currently with the Department of Health and Social Security in England.

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