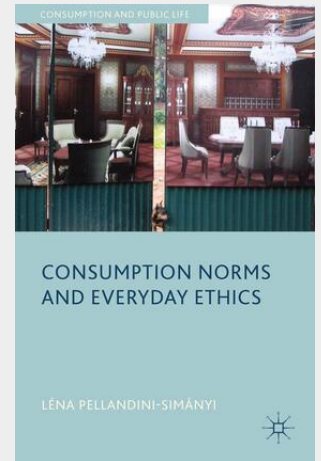


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How much is acceptable to consume? What is appropriate to consume and which goods fall into the disapproved category? Answers to these questions vary widely across time and space. This book examines the sources of this variation by providing an account of how everyday consumption norms develop, why they differ and why they change.

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