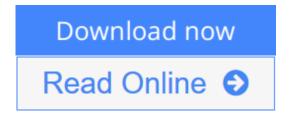


Consumerism in World History: The Global Transformation of Desire (Themes in World History)

By Peter N. Stearns



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The desire to acquire luxury goods and leisure services is a basic force in modern life. This second edition of *Consumerism in World History* draws on recent research and explores both the historical origins and world-wide appeal of this modern phenomenon.



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About the Author

Peter N. Stearns is Provost and Professor of History at George Mason University. He is the author of Gender in World History (Routledge, 2000) and The Other Side of Western Civilization.

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