

Contents

1	Definitions and Visions of Consumption	1
2	Concepts and Themes	31
3	How Consumers' Minds Work: An Introduction to the Basics	55
4	How We Process Information: A Look at Embodied Cognition and Priming	77
5	One Mind or Two? An Introduction to Dual Process Theories	113
6	Development Through the Lifespan: Is It a Viable Approach?	141
7	Erikson's Stages of Life: Can We Bridge the Gap?	157

xii	Contents	
8	Childhood and Younger Children: The Gaze from Developmental Psychology	199
9	The Older Child: Becoming a Serious Consumer	229
10	Children, Ownership and Possessions: The Origins	267
11	Ownership and Possessions: The Adult Perspective and into the Future	303
12	And Now the End Is Near...	325
	Index	341