

## PUBLICATION LINKS

John F. Sherry, Jr.

### 2018

Thick Prescription: Notes on the Influence of Clifford Geertz on Consumer Culture Theory,  
Forthcoming in *Canonical Authors in Consumption Theory*, eds. Askegaard, Soren and  
Benôit Heilbrunn , NY: Routledge

Tasting, Savoring, and Signaling: Articulating the Luxury Brand Experience in China (with Annamma  
Joy and Jeff Wang) forthcoming in *Chinese Urbanism: New Critical Perspectives*, ed. Mark  
Jayne, NY: Routledge

### 2017

***Contemporary Consumer Culture Theory***  
(with Eileen Fischer), NY: Routledge

The Conceit of the Gift: Exploring the Circuits of Gift Registry  
(with Tonya Bradford), in *Contemporary Consumer Culture Theory*, eds. John F. Sherry Jr.  
And Eileen Fischer, NY: Routledge, pp. 87-106 ([PDF File](#))

Reading New Currents in Consumer Culture Theory  
(with Eileen Fischer), in *Contemporary Consumer Culture Theory*, eds. John F. Sherry Jr.  
And Eileen Fischer, NY: Routledge, pp. 1-2 ([PDF File](#))

Distilling Insights to Mobilize Responses: Anticipating Trajectories of Research and Intervention  
(with Tonya Bradford), in *Contemporary Consumer Culture Theory*, eds. John F. Sherry Jr.  
And Eileen Fischer, NY: Routledge, pp. 299-306 ([PDF File](#))

Such Bitter Business: Reconciling Ethical Domains in Practice  
in *Ethics in the Anthropology of Business: Explorations in Theory, Practice and  
Pedagogy*, eds. Maletyf, Timothy and Robert Morais, NY: Routledge, pp. 44-53 ([PDF  
File](#))

Grooving in the Ludic Foodscape: Bridled Revelry in Collegiate Tailgating  
(with Tonya Bradford), forthcoming at the *Journal of Consumer Culture* ([PDF File](#))

Dwelling Dynamics in Consumption Encampments: Tailgating as Emplaced Brand Community  
(with Tonya Bradford), forthcoming at *Marketing Theory* ([PDF File](#))

### 2016

***Trade Winds: Persons, Places, Things***, Georgetown, KY: Finishing Line Press

### 2015

Domesticating Public Space through Consumption Ritual: Tailgating as Vestaval

(with Tonya Bradford), *Journal of Consumer Research* 42 (1): 130-151. ([PDF File](#))

Review of Degen, Natasha (2013), *The Market*, Cambridge, MA: MIT Press, forthcoming in *Consumption, Markets and Culture*. ([PDF File](#))

Cherish the Cats, in *Macromarketing Applications, Part II – Marketing Versus Consumer Research (Legends in Consumer Behavior: Morris Holbrook, Vol. 13)*, ed. Ronald Hill, Thousand Oaks, CA: Sage, pp. 266-268. ([PDFFile](#))

## 2014

*Gifts and Common Good. A review of Disquieting Gifts: Humanitarianism in New Delhi*, by Erica Bornstein, Stanford: Stanford University Press, 2012, in *Current Anthropology* 55 (4): 495-496. ([PDF File](#))

*Marketing and the Common Good: Essays on Societal Impact from Notre Dame* (with Patrick Murphy), NY: Routledge

Slouching Toward Utopia: When Marketing *Is* Society, in *Marketing and the Common Good: Essays on Societal Impact from Notre Dame*, eds. Patrick Murphy and John F. Sherry, Jr., NY: Routledge, pp. 43-60. ([PDF File](#))

Can We Get There from Here? Charting the Contours of the Common Good, in *Marketing and the Common Good: Essays on Societal Impact from Notre Dame*, eds. Patrick Murphy and John F. Sherry, Jr., NY: Routledge, pp. 309-315. ([PDF File](#))

*Resurgence: The Four Stages of Market-Focused Reinvention*, NY: Palgrave (with Greg Carpenter and Gary Gebhardt)

*An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)*, Thousand Oaks, CA: Sage

Better the Devil You Know, in *An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)*, ed. John F. Sherry, Jr., Thousand Oaks, CA: Sage, pp. xxiii-xxvii. ([PDFFile](#))

Ten Questions for Russell Belk, in *An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)*, ed. John F. Sherry, Jr., Thousand Oaks, CA: Sage, pp. 285-290. ([PDFFile](#))

M(Art)Worlds: How Luxury Brand Stores Become Art Institutions (with Annamma Joy, T.S. Chang, Geng Cui, and Jeff Wang), *Journal of Retailing*, 90 (3), pp. 347-364 ([PDF File](#))

What Did You Do in the Paradigm War? Notes from the Other Side, *Journal of Historical Research in Marketing* 6 (3): 405-413. ([PDF File](#))

Hyperfiliation and Cultural Citizenship: African American Consumer Acculturation (with Tonya Bradford), *Journal of Business Research*, 67, pp. 418-424 ([PDF File](#))

Changing the Marketplace One Behavior at a Time: Perceived Marketplace Influence and Sustainable Consumption (with R. Bret Leary, Richard J. Vann, John D. Mittelstaedt, and Patrick E. Murphy), *Journal of Business Research* 67 (9): 1953-1958. ([PDF File](#))

Brand Fortitude in Moments of Consumption (with Nina Diamond, Mary Ann McGrath, Albert Muniz, Stefania Borghini, and Robert Kozinets), forthcoming in *Handbook of Anthropology in Business*, eds. Rita Denny and Patti Sunderland, Walnut Creek, CA: LeftCoast Press, pp. 695-715 ([PDF File](#))

"Compr(om)ising Commodities in Consumer Culture: Fetishism, Aesthetics and Authenticity," in *Brands in Perspective*, ed. Jonathan Schroeder, NY: Routledge, 354-365. ([PDF File](#))

Modulating Mythology in a Post-traumatic Era: Murals and Re-imaging in Northern Ireland (with Hilary Downey), in *Myth and the Market*, eds. Norah Campbell, John Desmond, James Fitchett, Donncha Kavanagh, Pierre McDonagh, Aidan O'Driscoll and Andrea Prothero, Dublin, Ireland: UCD Business School, University College Dublin, pp. 281-304. ([PDF File](#))

## 2013

Discordant Retail Brand Ideology in the *House of Barbie*, (with Mary Ann McGrath and Nina Diamond), *Qualitative Marketing Research* 16 (1): 12-37. ([PDF File](#))

Orchestrating Rituals through Retailers: An Examination of Gift Registry (with Tonya Bradford), *Journal of Retailing* 89 (2): 158-175. ([PDF File](#))

Creating and Sustaining a Culture of Hope: Feng Shui Discourses and Practices in Hong Kong (with Jeff Wang and Annamma Joy), *Journal of Consumer Culture* 13 (3): 241-263 ([PDF File](#))

Reflections of a Scape Artist: Discerning Scapus in Contemporary Worlds, in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge, 211-230 ([PDF File](#))

The Autothemataludicization Challenge: Spiritualizing Consumer Culture through Playful Communal Co-Creation (with Robert Kozinets), in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge, 242-266 ([PDF File](#))

## 2012

Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands (with Annamma Joy, Alladi Venkatesh, Jacob Cho and Ricky Chan), forthcoming in *Fashion Theory*. ([PDF File](#))

Creating and Sustaining a Culture of Hope: Feng Shui Discourses and Practices in Hong Kong (with Jeff Wang and Annamma Joy), forthcoming in the *Journal of Consumer Culture* ([PDF File](#))

Reflections of a Scape Artist: Discerning Scapus in Contemporary Worlds, forthcoming in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge. ([PDF File](#))

The Autothemataludicization Challenge: Spiritualizing Consumer Culture through Playful Communal Co-Creation (with Robert Kozinets), forthcoming in *Spirituality and Consumption*, eds. Diego Rinallo, Linda Scott, and Pauline Maclaran, London: Routledge. ([PDF File](#))

***An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)***, Thousand Oaks, CA: Sage

Better the Devil You Know, in ***An Alternative Approach: Re-Enchanting Consumption (Legends in Consumer Behavior: Russell Belk, Vol. 2)***, ed. John F. Sherry, Jr., Thousand Oaks, CA: Sage

Cherish the Cats, in ***Macromarketing Applications, Part II - Marketing Versus Consumer Research (Legends in Consumer Behavior: Morris Holbrook, Vol. 13)***, ed. Ronald Hill, Thousand Oaks, CA: Sage

## 2011

The Marketing Reformation Redux, in ***Inside Marketing: Cultures, Ideologies and Practices***, eds. Julien Cayla and Detlev Zwick, London: Oxford University Press, pp. 343-350. ([PDF File](#))

## 2010

Street Art, Sweet Art: The Reclamation of Public Place (with Laurel Anderson, Stefania Borghini, and Luca Visconti), *Journal of Consumer Research* 37 (3): 511-529. ([PDF File](#))

Symbiotic Postures of Commercial Advertising and Street Art: Implications for Creativity (with Laurel Anderson, Stefania Borghini, and Luca Visconti), *Journal of Advertising* 39 (3): 115-128. ([PDF File](#))

The Aesthetics of Fashion (with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes), *Journal of Consumer Psychology* 20 (4): 459-470. ([PDF File](#))

Rethinking the Relationship between Self and Other: Levinas and Narratives of Beautifying the Body (with Annamma Joy, Gabriele Troilo and Jonathan Deschenes), *Journal of Consumer Culture* 10 (3): 333-361. ([PDF File](#))

Review of Katherine Chen (2009) ***Enabling Chaos: The Organization Behind the Burning Man Event***, *Journal of Consumer Culture* 10 (3): 407-409. ([PDF File](#))

## 2009

*American Girl* and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research (with Nina Diamond, Mary Ann McGrath, Albert Muniz, Stefania Borghini, and Robert Kozinets), *Journal of Marketing*, Vol. 73 (May 2009), 118-134. ([PDF File](#))

Why Are Themed Brand Stores so Powerful? Retail Brand Ideology at American Girl Place (with Stefania Borghini, Nina Diamond, Robert Kozinets, Mary Ann McGrath, and Albert Muniz), *Journal of Retailing*, 13 (3): ([PDF File](#))

Conceptual Blending in Advertising (with Annamma Joy and Jonathan Deschenes), *Journal of Business Research*. 62 (1): 39-49. ([PDF File](#))

Perceiving Images and Telling Tales: A Visual and Verbal Analysis of the Meanings of the Internet (with Annamma Joy, Alladi Venkatesh and Jonathan Deschenes), forthcoming in *Journal of Consumer Psychology*. ([PDF File](#))

***Explorations in Consumer Culture Theory*** (with Eileen Fischer), London: Routledge

Allomother as Image and Essence: Animating the American Girl Brand (with Stefania Borghini, Albert Muniz, Mary Ann McGrath, Nina Diamond, and Robert Kozinets), ***Explorations in Consumer Culture Theory***, eds. John F. Sherry, Jr. and Eileen Fischer, London: Routledge, pp. 137-149. ([PDF File](#))

Leaving Black Rock City, forthcoming in *Studies in Symbolic Interaction*, Vol. 33: 461-466. ([PDF File](#))

The Work of Play at American Girl Place, forthcoming in *Social Psychology Quarterly* 72 (3): 199-202. ([Pdf File](#))

## 2008

Ethnography Goes to Market, *American Anthropologist* 110(1): 73-76. ([Pdf File](#))

The Ethnographer's Apprentice: Trying Consumer Culture from the Outside In, in ***Journal of Business Ethics***, 80:85-95. ([PDF File](#))

## 2007

***Consumer Culture Theory***, Vol. 11 of *Research in Consumer Behavior* (with Russell Belk), Oxford: Elsevier.

Comedy of the Commons: Nomadic Spirituality at Burning Man (with Robert Kozinets), in ***Consumer Culture Theory***, Vol. 11 of *Research in Consumer Behavior* (with Russell Belk), Oxford: Elsevier, 119-147. ([PDF File](#))

Fruit Flies Like a Banana (Or, When Ripeness is All): A Meditation on Markets and Timescapes, in F. Dansereau & F.J. Yammarino (Eds.), *Research in Multi-Level Issues*, Vol. 6. Oxford, UK: Elsevier, 331-337. ([PDF File](#))

Review of Grant McCracken (2005) *Culture and Consumption II: Markets, Meaning and Brand Management*, *Museum Anthropology* 30(2): 240-245. ([PDFFile](#))

## 2006

Creating a Market Orientation: A Longitudinal, Multi-Firm, Grounded Analysis of Cultural Transformation (with Gary Gebhardt and Gregory Carpenter), *Journal of Marketing* 70 (October), 37-55. [Winner of MSI/H. Paul Root Award for contribution to marketing practice, 2007] ([PDFFile](#))

Sporting Sensation, *Senses & Society* 1 (2), 245-248. ([PDF File](#))

Fielding Ethnographic Teams: Strategy, Implication and Evaluation, in *Handbook of Qualitative Methods in Marketing and Consumer Research*, ed. Russell Belk, Northampton, MA: Elgar Press, 268-276. ([PDFFile](#))

Writing It Up, Writing It Down: Reflexivity-in Accounts of Consumer Behavior (with Annamma Joy, Gabriele Troilo and Jonathan Deschenes), in *Handbook of Qualitative Methods in Marketing and Consumer Research*, ed. Russell Belk, Northampton, MA: Elgar Press, 345-360. ([PDF File](#))

Agents in Paradise: Experiential Co-Creation through Emplacement, Ritualization and Communitas (with Robert Kozinets and Stefania Borghini), in *Consuming Experiences*, eds. Antonella Caru and Bernard Cova, London: Routledge, 17-33. ([PDFFile](#))

## 2005

Welcome to the Black Rock Cafe (with Robert Kozinets) in *Afterburn: Essays on Burning Man*, eds. Mark Van Proyen and Lee Gilmore, Albuquerque, NM: University of New Mexico Press, 87-106. ([PDF File](#))

We Might Never Be Post-Sacred: A Tribute to Russell Belk on the Occasion of His Acceptance of the Converse Award, in *The Sixteenth Paul D. Converse Symposium*, eds. Abbie Griffin and Cele Otnes, Chicago: American Marketing Association, 67-77. ([PDFFile](#))

Brand Meaning, in *Kellogg on Branding*, eds. T. Calkins and A. Tybout, New York: John Wiley, 40-69. ([PDF File](#))

Roundtable on Advertising as a Cultural Form (with Linda Scott, Edward McQuarrie and Melanie Wallendorf), *Advertising and Society Review* 6 (4), 1-23. ([PDF File](#))

## 2004

Ludic Agency and Retail Spectacle  
(with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence), *Journal of Consumer Research*, 31 (3): 658-672 ([PDF File](#))

Gendered Behavior in a Male Preserve: Role Playing at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence), *Journal of Consumer Psychology*, 14 (192), 151-158.

Framing Considerations in the PRC: Creating Value in the Contemporary Chinese Art Market (with Annamma Joy) in *CMC: Consumption, Markets and Culture*, 7 (9), 307-348 ([PDF File](#))

Culture, Consumption and Marketing: Retrospect and Prospect, in *Elusive Consumption. Tracking New Research Perspectives*, eds. Karin Ekstrom and Helene Brembeck, New York: Berg, 45-64. ([PDF File](#))

## 2003

Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning (with Robert Kozinets and Stephen Brown), *Journal of Marketing*, 67 (3), 19-33. ([PDF File](#))

Speaking of Art as Embodied Imagination: A Multi-Sensory Approach to Understanding Aesthetic Experience (with Annamma Joy), *Journal of Consumer Research*, 30 (2), 259-282. ([PDF File](#))

Disentangling the Paradoxical Alliances between Art Market and Art World (with Annamma Joy), *CMC: Consumption, Markets and Culture* 6 (3), 155-182. ([PDF File](#))

Sell Me the Old, Old Story: Retromarketing Management and the Art of Brand Revival (with Stephen Brown and Robert Kozinets), *Journal of Customer Behavior* 2 (2), 133-147. ([PDF File](#))

***Time, Space, and the Market: Retrosapes Rising*** (with Stephen Brown), NY: M.E. Sharpe.

Bspectacled and Bspoken: The View from Throne Zone and Five O'Clock and Head, in ***Time, Space, and the Market: Retrosapes Rising***, NY: M.E. Sharpe, 19-34. ([PDF File](#))

Past is Prologue: Retrosapes in Retrospect, in ***Time, Space, and the Market: Retrosapes Rising***, NY: M.E. Sharpe, 313-320. ([PDF File](#))

Sacred Iconography in Secular Space: Altars, Alters, and Alterity at the Burning Man Project (with Robert Kozinets), in ***Contemporary Consumption Rituals: A Research Anthology***, eds. Cele Otnes and Tina Lowrey, NJ: Lawrence Erlbaum, 291-311. ([PDF File](#))

Dancing on Common Ground: Exploring the Sacred at Burning Man (with Robert Kozinets) in ***Rave and Religion***, ed. Graham St. John, New York: Routledge, 287-303. ([PDF File](#))

A Word From Our Sponsor: Anthropology, in ***Advertising Anthropology***, eds. Timothy Malefyt and Brian Moeran, New York: Berg, xi-xiii. ([PDF File](#))

## 2002

A Role for Poetry in Consumer Research (with John Schouten), *Journal of Consumer Research*, 29 (1): 218-234. ([PDFFile](#))

Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence) *Journal of Retailing* 78: 17-29. [Winner of the William R. Davidson Award, Honorable Mention, 2004] ([PDF File](#))

Foreword: Ethnography, Design and Consumer Experience: An Anthropologist's Sense, in **Creating Breakthrough Ideas**, eds. Susan Squires and Brian Byrne, NY: Greenwood Publishing Group. ([PDF File](#))

## 2001

Being in the Zone: Staging Retail Theatre at ESPN Zone Chicago (with Robert V. Kozinets, Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benet DeBerry-Spence), *Journal of Contemporary Ethnography*, 30 (4), 465-510. ([PDFFile](#))

Postmodern Marketing: A Primer for Managers, *Diamond Harvard Business Review*, 6 (June), 98-105. ([PDF File](#))

Sometimes Leaven with Levin: A Tribute to Sidney J. Levy on the Occasion of His Receiving the Converse Award, in **The Fifteenth Paul D. Converse Symposium**, eds. Abbie Griffin and James Ness, Chicago: American Marketing Association, 54-63. ([PDFFile](#))

## 2000

Distraction, Destruction, Deliverance: The Presence of Mindscape in Marketing's New Millennium, *Marketing Intelligence and Planning*, 18 (6-7), 328-336. ([PDF File](#))

Qualitative Inquiry in Marketing and Consumer Research (with Robert Kozinets), in **Kellogg on Marketing**, ed. Dawn Iacobucci, New York: John Wiley, 165-194. ([PDF File](#))

Place, Technology, and Representation, *Journal of Consumer Research*, 27 (2), 273-278. ([PDF File](#))

Foreword: The Semiotic Shape of Customer Experience, in **Semiotics, Marketing and Communication: Beneath the Signs, the Stagecraft**, Jean-Marie Floch (trans. Robin Orr-Bodkin), London: MacMillan Press. ([PDF File](#))

## 1998

**Servicescapes: The Concept of Place in Contemporary Markets**, Chicago: NTC Business Books.

The Soul of the Company Store: Nike Town Chicago and the Emplaced Brandscape, in **Servicescapes: The Concept of Place in Contemporary Markets**, ed. John F. Sherry, Jr., Chicago: NTC Business Books, 109-150. Reprinted in part in **Reading Retail. A Geographical**

**Perspective on Retailing and Consumption Spaces**, (2002), Neil Wrigley and Michelle Lowe, NY: Oxford University Press, 183-184. ([PDF File](#))

Understanding Markets as Places. An Introduction to Servicescapes, in ***Servicescapes: The Concept of Place in Contemporary Markets***, ed. John F. Sherry, Jr., Chicago: NTC Business Books, 1-24. ([PDFFile](#))

Foreword: Returning Cultural Propriety to Commerce, in ***Beyond Agenda: Commerce, Culture and Social Responsibility***, Reeves - Ellington, Richard and Adele Anderson, Lewiston, NY: Edwin Mellon Press, xiii-xv. ([PDFFile](#))

Presidential Column, ***ACR Newsletter*** (March), 3-4

Presidential Column, ***ACR Newsletter*** (June), 2-3

Presidential Column, ***ACR Newsletter***(September), 2-3

Presidential Column, ***ACR Newsletter***(December), 2-3

## 1996

Reflections on Giftware and Giftcare: Whither Consumer Research? in ***Gift Giving: An Interdisciplinary Anthology***, eds. Cele Otnes and Richard Beltrami, Bowling Green, KY: Popular Press, 217-227. ([PDF File](#))

Review of Roger Silverstone (1994), ***Television and Everyday Life***, *Visual Anthropology*, 9: 203-204. ([PDF File](#))

Review of Russell Belk, Nikhilesh Dholakia and Alladi Venkatesh, eds. (1996), ***Consumption and Marketing: Macro Dimensions***, *Journal of Macromarketing*. ([PDFFile](#))

## 1995

***Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook***, Thousand Oaks, CA: Sage. ([PDF File](#))

Marketing and Consumer Behavior: Into the Field, in ***Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook***, Thousand Oaks, CA: Sage. 3-49. ([PDFFile](#))

Monadic Giving: Anatomy of Gifts Given to the Self (with Mary Ann McGrath and Sidney Levy), in ***Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook***, Thousand Oaks, CA: Sage, 399-432. ([PDF File](#))

Anthropology of Marketing: Retrospect and Prospect, in ***Contemporary Marketing and Consumer Behavior: An Anthropological Sourcebook***. Thousand Oaks, CA: Sage, 435-445. ([PDFFile](#))

Bottomless Cup, Plug in Drug: A Telethnography of Coffee, *Visual Anthropology*, 7 (4): 355-374. ([PDFFile](#))

## 1994

Postmodernism, Marketing, and the Consumer (with A.F. Firat and A. Venkatesh), Special Issue, Pt. 2, *International Journal of Research in Marketing*, 11 (4).

Postmodernism, Marketing and the Consumer (with A.F. Firat and A. Venkatesh), *International Journal of Research in Marketing*, 11 (4): 311-316. ([PDF File](#))

## 1993

An Ethnographic Study of an Urban Periodic Marketplace: Lessons from the Midville Market (with Mary Ann McGrath and Deborah Heisley), *Journal of Retailing* 69 (3): 280-319. ([PDF File](#))

Giving Voice to the Gift: The Use of Projective Techniques to Recover Lost Meanings (with Mary Ann McGrath and Sidney Levy), *Journal of Consumer Psychology*, 2 (1): 171-191. [Reprinted in ***Brands, Consumers, Symbols, and Research: Sidney J. Levy on Marketing***, compiled by Dennis Rook, Thousand Oaks, CA.: Sage, 422-439]. ([PDF File](#))

The Dark Side of the Gift (with Mary Ann McGrath and Sidney Levy), *Journal of Business Research*, 28 (3): 225-244. ([PDF File](#))

Having and Being Had: A Review Essay on the Cultural Psychology of Material Possessions, *Journal of Macromarketing*, 13 (2): 75-78. ([PDF File](#))

Postmodernism, Marketing, and the Consumer (with A.F. Firat and A. Venkatesh), Special Issue, *International Journal of Research in Marketing*, 10 (3).

Postmodernism and the Marketing Imaginary (with A.F. Firat and A. Venkatesh), *International Journal of Research in Marketing*, 10 (3): 215-223. ([PDF File](#))

A Cultural Perspective of International Marketing, in ***Sasin GIBA Yearbook***. ([PDF File](#))

When You Get Right Down to It, Marketing Is Myth..., *Growth & Discovery* 1 (2): 2

## 1992

Disposition of the Gift and Many Unhappy Returns (with Mary Ann McGrath and Sidney Levy), *Journal of Retailing*, 68 (1): 40-65. ([PDF File](#))

***Advances in Consumer Research***, Vol. 19 (with Brian Sternthal), Provo, UT: Association for Consumer Research.

## 1991

Postmodern Alternatives: The Interpretive Turn in Consumer Research. In ***Handbook of Consumer Behavior***; eds. Thomas Robertson and Harold Kassarian, Englewood Cliffs, NJ: Prentice Hall, 548-591. ([PDF File](#))

Review of Helen Schwartzman (1989), ***The Meeting: Gatherings in Organizations and***

*Communities*, *Administrative Science Quarterly*, 36 (4): 679-681. ([PDF File](#))

To Everything There Is a Season: A Photoessay of a Farmers' Market (with Deborah Heisley and Mary Ann McGrath), *Journal of American Culture*, 14 (3): 53-79. [Reprinted in *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 141-166.] ([PDF File](#))

Collecting in a Consumer Culture (with Russell Belk, Melanie Wallendorf and Morris Holbrook). In *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 178-215. ([PDF File](#))

The Delivery and Consumption of Vacation Performances (with Jeffrey Durgee and Morris Holbrook). In *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 13 1-140. ([PDF File](#))

## 1990

A Sociocultural Analysis of a Midwestern American Flea Market, *Journal of Consumer Research*, 17 (1): 13-30. ([PDF File](#))

Dealers and Dealing in a Periodic Market: "Informal" Retailing in Ethnographic Perspective, *Journal of Retailing*, 66 (2): 174-200. ([PDF File](#))

## 1989

The Sacred and Profane in Consumer Behavior: Theodicy on the Odyssey (with Russell Belk and Melanie Wallendorf), *Journal of Consumer Research* 16 (1): 1-38 [Winner of Best Article Award, *JCR* 1989-1991.] Reprinted in *Perspectives in Consumer Behavior*, 4th Edition, eds. H. Kassarjian and T. Robertson, Englewood Cliffs, N.J.: Prentice Hall, 511-562. Also reprinted in *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 59-101. ([PDF File](#))

Unpacking the Holiday Presence: A Comparative Ethnography of Two Gift Stores (with Mary Ann McGrath). In *Interpretive Consumer Research*, ed. Elizabeth Hirschman, Provo, UT: Association for Consumer Research, 148-67. ([PDF File](#))

Review of Grant McCracken (1988), *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*, *Journal of Marketing Research* 26 (2): 245-246. ([PDF File](#))

Observations on Marketing and Consumption: An Anthropological Note. *Advances in Consumer Research*, Vol. 16, ed. Thomas Srull, Provo, UT: Association for Consumer Research, 555-561. ([PDF File](#))

Marketing and Development: A Review Essay, *Journal of Macromarketing* 9 (2): 65-71. ([PDF File](#))

## 1988

A Naturalistic Inquiry into Buyer and Seller Behavior at a Swap Meet (with Russell Belk and Melanie Wallendorf), *Journal of Consumer Research* 14 (4): 449-470. [Nominated for Best Article Award, JCR 1989.] ([PDF File](#))

Teaching International Business: A View From Anthropology, *Anthropology and Education Quarterly* 19 (4): 396-415. ([PDF File](#))

Market Pitching and the Ethnography of Speaking. *Advances in Consumer Research*, Vol. 15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 543-547. ([PDF File](#))

Collectors and Collecting (with Russell Belk, Melanie Wallendorf, Morris Holbrook and Scott Roberts). *Advances in Consumer Research*, Vol. 15, ed. Michael Houston. Provo, UT: Association for Consumer Research, 548-553. ([PDF File](#))

## 1987

'May Your Life Be Marvelous.' English Language Labelling and the Semiotics of Japanese Promotion (with Eduardo Camargo), *Journal of Consumer Research* 14 (2): 174-188. ([PDF File](#))

What in the World is Going On? Some Trends in International Advertising Issues, *Journal of Global Marketing*, 1 (1-2): 165-186. ([PDF File](#))

Marketing and Development: A Resynthesis of Knowledge (with Nikhilesh Dholakia). In *Research in Marketing*, Vol. 9, ed. Jagdish Sheth. Greenwich, CT: JAI Press Inc, 119-143. ([PDF File](#))

Advertising as a Cultural System. In *Marketing and Semiotics: New Directions in the Study of Signs for Sale*, ed. Jean Umiker-Sebeok. Berlin: Mouton de Gruyter, 441-461. ([PDF File](#))

Cultural Propriety in a Global Marketplace. In *Philosophical and Radical Thought in Marketing*, eds. A. Firat, N. Dholakia and R. Bagozzi. Lexington, MA: Lexington Books, 179-191. ([PDF File](#))

Heresy and the Useful Miracle: Rethinking Anthropology's Contribution to Marketing. In *Research in Marketing*, Vol. 9, ed. Jagdish Sheth. Greenwich, CT: JAI Press, Inc., 285-306. ([PDF File](#))

**Marketing Theory**. Proceedings of the 1987AMA Winter Educators' Conference. (With R. Belk, G. Zaltman, R. Bagozzi, D. Brinberg, R. Deshpande, A. Firat, M. Holbrook, J. Olson and B. Weitz). Chicago: American Marketing Association.

Marketing and Consumer Behavior: Windows of Opportunity for Anthropology, *Journal of the Steward Anthropological Society* 16 (1-2): 60-95. ([PDF File](#))

Managing Substance Abuse Programs in Unionized Firms. In *Industrial Relations Guide*, Englewood Cliffs, NJ: Prentice Hall, pp. 42,441-42,446. ([PDFFile](#))

Keeping the Monkeys Away From the Typewriters: An Anthropologist's View of the Consumer Behavior Odyssey. *Advances in Consumer Research*, Vol. 14, eds. Paul Anderson and Melanie Waliendorf. Provo, UT: Association for Consumer Research, 370-373. ([PDF File](#))

Informant Brokerage and Social Systems Therapy: Improving Service Delivery in the Treatment of Chemical Dependency, *Anthropology of Work Review* 8 (2): 13-18. ([PDF File](#))

Review of David Levinson (1983), *A Guide to Alcoholism Treatment Research Vol. 111. Alcoholics Anonymous and Counselling*. In *Medical Anthropology Quarterly*. New Series. 1(2): 217-219. ([PDF File](#))

## 1986

Some Cultural Correlates of U.S. and Japanese Protectionism. In *Protectionism: Can U.S. Business Overcome It?* ed. Douglas Lamont. Indianapolis, IN: Bookscraft, Inc., 79-91. ([PDF File](#))

Marketing Anthropology: A Comment. In *Business and Industrial Anthropology*, Marietta Baba. NAPA Bulletin No. 2, 34-35. ([PDF File](#))

The Cultural Perspective in Consumer Research. *Advances in Consumer Research*, Vol. 13, ed. Richard Lutz. Provo, UT: Association for Consumer Research, 573-575. ([PDF File](#))

Psychosocial Perspectives on Alcohol and Drug Abuse. A joint review of Barry Stimmel, ed. (1984), *Cultural and Sociological Aspects of Alcoholism and Substance Abuse*, and Sidney Cohen (1981), *The Substance Abuse Problems*, *Medical Anthropology Quarterly* 17(4):108-109. ([PDF File](#))

Report of NAPA Task Force on AAA Code of Ethics (with B. Bainton, J. Alexander, R. Bishop and F. Dubinskas), summarized in *Anthropology Newsletter* 27 (5): 6-7.

Review of Patricia Adler (1985), *Wheeling and Dealing: An Ethnography of an Upper-Level Drug Dealing and Smuggling Community*, *Anthropology of Work Review*(2): 20-21. ([PDF File](#))

## 1985

Review of Marie Haug and Bebe Lavin (1983), *Consumerism and Medicine: Challenging Physician Authority*, *Medical Anthropology Quarterly*, 16(3): 81-82. ([PDF File](#))

Review of Maynard Seider (1984), *A Year in the Life of a Factory*, *Anthropology of Work Review* 6 (3): 36-37.

Course Syllabi: Marketing Behavior and International Marketing. In *Business Administration Reading Lists and Course Outlines, Vol. 7. Marketing*, eds. James Dean and Richard Schwindt. Durham, NC: Eno River Press, 152-168.

## 1984

Some Implications of Consumer Oral Tradition for Reactive Marketing. *Advances in Consumer Research*, Vol. 11, ed., Thomas Kinnear. Provo, UT: Association for Consumer Research, 741-747. ([PDF File](#))

Review of Tom Wayman (1983), *Inside Job. Essays on the New Work Writing*, *Anthropology of Work Review* 5 (1): 9-10.

Aphorism and Rugby. A Reading of Bumper Stickers. In *Farfetched Figures: The Humor of Linguistic Deviance*, ed., Don L.F. Nilsen. Tempe, AZ: Western Humor and Irony Membership, 179-181. ([PDF File](#))

## 1983

Gift Giving in Anthropological Perspective, *Journal of Consumer Research*, 10 (2): 157-168. ([PDF File](#))

Organizational Programming: The Challenge to Consumer Research. *Advances in Health Care Research*, eds., Scott Smith and M. Venkatesan. Provo, UT. Institute of Business Management, Brigham Young University, 45-48. ([PDF File](#))

Review of Mac Marshall (1983), *Through a Glass Darkly. Beer and Modernization in Papua New Guinea*, *Medical Anthropology Quarterly* 14 (4): 29. ([PDF File](#))

Business in Anthropological Perspective, *Florida Journal of Anthropology* 8 (2), Pt. 2: 15-36. ([PDF File](#))

Review of Stoughton Lynd (1982), *The Fight Against Shutdowns. Youngstown's Steel Mill Closings*, *Anthropology of Work Review* 4 (4): 11. ([PDF File](#))

Employers, Unions, and Alcoholics. In *Community Approaches to Problem Drinking and Alcoholism*, eds., J. Lowe, M. Campbell and A. Mandolini. Urbana, Illinois, 40-43. ([PDF File](#))

Adaptations to Work and Stress. In *Community Approaches to Problem Drinking and Alcoholism*, eds., J. Lowe, M.D. Campbell and A. Mandolini. Urbana, Illinois, 44-48. ([PDF File](#))

## 1980

Verbal Aggression in Rugby Ritual. In *Play and Culture*, ed. Helen B. Schwartzman. West Point, NY: Leisure Press, 139-150. ([PDF File](#))

## POETRY

### 2018

Four Poems on Gift Giving

[forthcoming in *Romantic Gift Giving and Consumer Culture*, eds. Russell Belk and Yuko Minowa, NY: Routledge]

### 2017

4Play, in *Contemporary Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, NY: Routledge, p. 290 ([PDF File](#))

*Caracal Ceol Tacenda*, ed John F. Sherry, Jr., John Schouten and Hilary Downey, South Bend, IN: Air Lyre Media

bagehot biology: slide mountings from The Economist, in *Caracal Tacenda*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, South Bend, IN: Air Lyre Media, pp. 53-56 ([PDF File](#))

### 2016

*Trade Winds: Persons Places, Things*, Georgetown, KY: Finishing Line Press

heart attack; an epitaph invoking nine muses and norm denzin, in Gabel, Terrence (2015) "Poetically Considering Death and Its Consumption," in *Death and Consumer Culture*, ed. Susan Dobscha, New York: Routledge, pp. 308; 313-314 ([PDF File](#))

*Calabash Cadencé Taisgeadan*, ed. John F. Sherry, JR., John Schouten and Hilary Downey, South Bend, IN: Air Lyre Media

apprentices; curse of cane; gift in kind in *Calabash Cadancé Taisgeadan*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, South Bend IN: Air Lyre Media, pp. 11-13 ([PDF File](#))

### 2015

robbing peter; holy days; retail benediction; trickster at howe and helmcken in *disClosure: A Journal of Social Theory*, Volume 24, pp. 71-74. ([PDF File](#))

*Chickasaw Craft Threnody*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, South Bend, IN: Air Lyre Media

artisanal inquiry; marginalia; sitting in the back of a crowded lecture hall, in *Chickasaw Craft Threnody*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, South Bend,

IN: Air Lyre Media, pp. 19-22. ([PDF File](#))

### 2014

a marketer's prayer; alley of rogues; Beyond Dungiven; on first looking into mcLelland's things

come apart, in *Caribou Coracle Terä*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, St. Bathans, New Zealand: The University of St. Bathans Press, pp. 26-29. ([PDF File](#))

## 2013

Rack of Want, *Journal of Macromarketing*, 33 (3): 258. ([PDF File](#))

*Cardinal Cuento Tianda*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, St. Bathans, New Zealand: The University of St. Bathans Press

Fetching; Katoomba; string theory in *Cardinal Cuento Tianda*, ed. John F. Sherry, Jr., John Schouten and Hilary Downey, St. Bathans, New Zealand: The University of St. Bathans Press, pp. 44-48. ([PDF File](#))

## 2012

*Clarence Clobbers Tenderly*, ed. Roel Wijland and John F. Sherry, Jr. St. Bathans, New Zealand: University of St. Bathans Press

Consumer Verbatim; masque; brand; irrigation system; Fuck You Very Much, Reviewer C, in *Clarence Clobbers Tenderly*, ed. Roel Wijland and John F. Sherry, Jr. St. Bathans, New Zealand: University of St. Bathans Press, pp. 58-63. ([PDF File](#))

Chicago South Shore Window Seat Late April 2009; Abatement; Sylvania; Project, *Journal of Business Research* 65 (4): 475-477. ([PDF File](#))

## 2011

semiotician ordinaire, in *Tribute to Sidney*, ed. Dominique Bouchet, Sartrouville, FR: Photoways. ([PDF File](#))

God Willing; Salvē Minerva; Hollow Ground; Fashion Week, Milan; TGIGD, WTF/DIY (Canticle to Spectacle), in *Coyotes Confessions Totems*, ed. Roel Wijland, St. Bathans, New Zealand: University of St. Bathans Press, pp ([PDF File](#))

## 2010

Wood Smoke; Deerstalker, in *Avocet*, 14(1):31. ([PDF File](#))

*Canaries Coalmines Thunderstones* (with Roel Wijland and John Schouten), St. Bathans, New Zealand: University of St. Bathans Press.

Mele Hula; Be Larger Than You Ever Were; Curating Barcelona; Sylvania, in *Canaries Coalmines Thunderstones* (with Roel Wijland and John Schouten), St. Bathans, New Zealand: University of St. Bathans Press, pp 31-34. ([PDF File](#))

## 2009

Heading Home; Consumption Kaddish in Four Koans, in *Explorations in Consumer Culture Theory*, eds. John F. Sherry, Jr. and Eileen Fischer, London: Routledge, pp. 214-215. ([PDFFile](#))

**2008**

Three poems on markets and consumption, in *Consumption Markets & Culture* John F. Sherry, Jr., Routledge, Vol. 11, No. 3, pp. 203-206. ([PDF File](#))

**2007**

Philosopher's Thwart Bag, in *Consumer Culture Theory*, Vol. 11 of *Research in Consumer Behavior*, eds. Russell Belk and John F. Sherry, Jr. Oxford: Elsevier, 443. ([PDFFile](#))

**2002**

The Gift, in A Role for Poetry in Consumer Research (with John Schouten), *Journal of Consumer Research*, 29 (1): 218-234. ([PDFFile](#))

**2000**

awakening one day, in *Imagining Marketing*, ed. Stephen Brown, New York: Routledge, 35. ([PDF File](#)) Gargoyles; Enough, in *Advertising Research at the American Marketing Association*, ed.

George

Zinkhan, Chicago: American Marketing Association. ([PDF File](#))

**1998**

Hump Flute; market music; One Tuna Caught this Day in Diamant, in *Representing Consumers: Voices, Views and Visions*, ed, Barbara Stern, New York: Routledge, 303-305. ([PDF File](#))

**1997**

Trivium Siam, *CMC: Consumption, Markets & Culture*, 1 (1): 91-95. ([PDF File](#))

**1994**

The Shepherd of Lincoln Park Zoo (with Nurslings, Wolves and other Nomads), *Journal of Advertising*, 23 (3): 70. ([PDF File](#))

Last Supper, *Fuel*, 9: 9. ([PDF File](#))

**1993**

The Price of Martyrdom; Surrender, *International Journal of Research in Marketing*, 10 (3): 225-341. ([PDF File](#)), ([PDFFile](#))

Vision of Autumn, *manna* 17 (3): 6 ([PDF File](#))

## 1992

Brideprice, *Journal of Advertising*, 21 (4): 60. ([PDF File](#))

Unter den Linden, Madison and Mine, *Public Culture*, 4 (2): 139-140. ([PDF File](#))

Attic Epiphany [Field Journal\Groot Begijnhof\Leuven, *Environmental and Architectural Phenomenology*, 3 (3): 15. ([PDF File](#))

## 1991

Restoration Triptych; Local Custom; Too Far Afield, *Anthropology and Humanism Quarterly*, 16 (4), 145-146; 148. [First Prize, 1991 poetry competition, Society for Humanistic Anthropology]. ([PDF File](#))

## 1990

Gaea Descending, *Anthropology and Humanism Quarterly*, 15(4): 97 [Honorable Mention, 1990 poetry competition, Society for Humanistic Anthropology]. ([PDF File](#))