

19 4play

John F. Sherry, Jr.

carelessly craning,
casually covering his six,
he slathers base coat
on the gritty dark side
of the sheltering wall,
coaxing texture from gapped mortar
rimed with exhaust
and mottled moss—
the pitted brick piss-bleached,
studded with sheared bolts and wheat paste—
to set up for the main event,
where soon he will inscribe
a love-spell to arouse
his torpid town,
if only he's not caught.

Contemporary Consumer Culture Theory

Edited by
John F. Sherry, Jr. and Eileen Fischer

2017

This series welcomes proposals for original research projects that are either single or multiauthored or an edited collection from both established and emerging scholars working on any aspect of marketing theory and practice and provides an outlet for studies dealing with elements of marketing theory, thought, pedagogy, and practice.

It aims to reflect the evolving role of marketing and bring together the most innovative work across all aspects of the marketing "mix"—from product development, consumer behavior, marketing analysis, branding, and customer relationships, to sustainability, ethics, and the new opportunities and challenges presented by digital and online marketing.

1. **Addiction as Consumer Choice**
Exploring the Cognitive Dimension
Gordon R. Foxall
2. **The Psychology of Consumer Profiling in a Digital Age**
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3. **Contemporary Consumer Culture Theory**
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