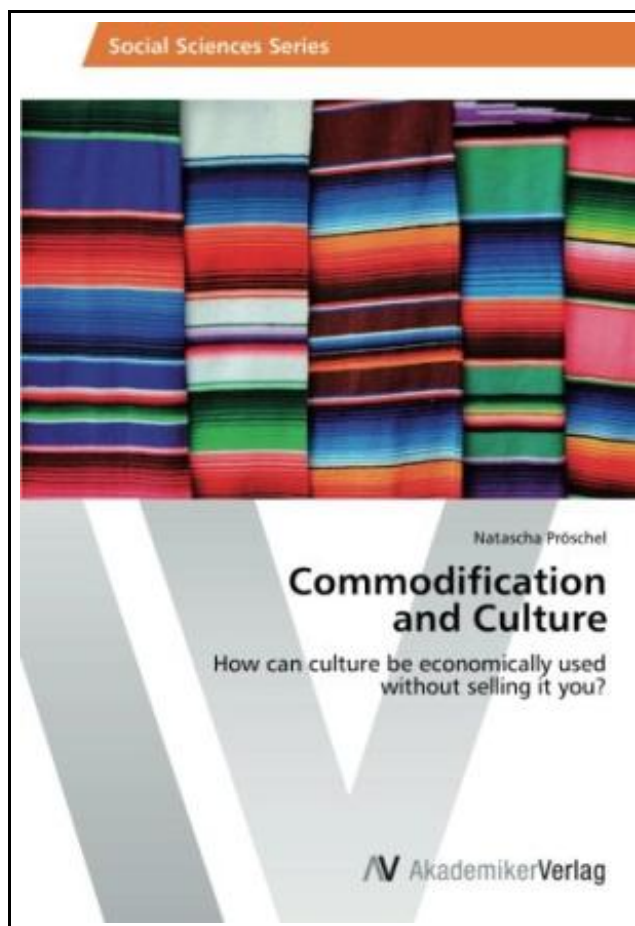


Commodification and Culture



Filesize: 8.36 MB

Reviews

Extensive manual for publication fans. It is actually filled with knowledge and wisdom You can expect to like how the author compose this pdf.

(Alvina Runte PhD)

COMMODIFICATION AND CULTURE

[DOWNLOAD](#)

To read **Commodification and Culture** eBook, remember to follow the web link below and save the file or have access to additional information that are related to COMMODIFICATION AND CULTURE book.

AV Akademikerverlag Mai 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x10 mm. This item is printed on demand - Print on Demand Neuware - In this paper it is proposed that our highly commodified society can in fact provide a means of bringing economic and cultural aspects together in a united framework without allowing culture to be purely commercialised. As today's prosperity and quality of life can be maintained on a long-term basis only with a sustainable system, the study focuses on the need for responsible practices by entrepreneurs. The paper thus discusses the topic of commodification as well as the issue of sustainability. The exemplary clothes company Ibonica was chosen as the case study for this paper and evaluated in terms of its business conduct. Ibonica produces garments for women that combine the traditional patterns of Maya embroidery from Yucatán and modern fashion aspects. The paper attempts to draw attention to the beneficial combination of cultural and economic aspects. Additionally, criteria for the implementation of responsible practices within a company are discussed. The results suggest that entrepreneurs should make use of commodification, as consumers seem to approve of adapting culture. Nevertheless, consumers put a higher value on the quality than on the authenticity of the products, even though they do appreciate the cultural aspects. The results also show that the sustainable conduct of a business is not of importance to consumers. 164 pp. Englisch.

[Read Commodification and Culture Online](#)[Download PDF Commodification and Culture](#)

Related eBooks



[PDF] Psychologisches Testverfahren

Follow the web link below to read "Psychologisches Testverfahren" file.

[Read ePub »](#)



[PDF] Programming in D

Follow the web link below to read "Programming in D" file.

[Read ePub »](#)



[PDF] Unbored Adventure: 70 Seriously Fun Activities for Kids and Their Families

Follow the web link below to read "Unbored Adventure: 70 Seriously Fun Activities for Kids and Their Families" file.

[Read ePub »](#)



[PDF] Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Follow the web link below to read "Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age" file.

[Read ePub »](#)



[PDF] It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

Follow the web link below to read "It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em" file.

[Read ePub »](#)



[PDF] Supernatural Deliverance: Freedom For Your Soul Mind And Emotions

Follow the web link below to read "Supernatural Deliverance: Freedom For Your Soul Mind And Emotions" file.

[Read ePub »](#)