



**Consumer Behaviour and Economic Growth in the
Modern Economy (RLE Consumer Behaviour)
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These essays show that industrialisation and fast economic growth have changed not only the broad material environment, but have also had a very important impact on basic food consumption.

The introductory chapter takes a theoretical view and tries to establish the interrelationship between economic forces and social habits. The other contributors analyse how the experience of Europe, Japan and North America fit this general explanation and they demonstrate how cultural and regional differences have shaped the development of consumer behaviour and patterns of consumption over the last two centuries.

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