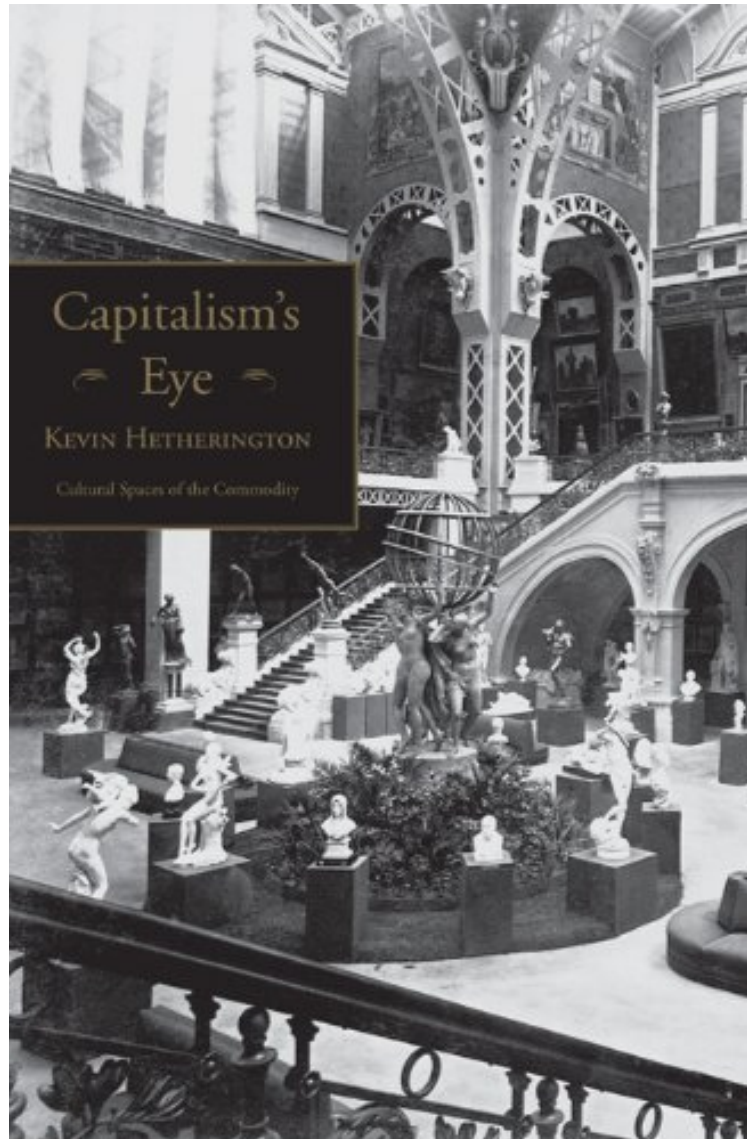


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Capitalism's Eye: Cultural Spaces of the Commodity

Kevin Hetherington

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Kevin Hetherington : Capitalism's Eye: Cultural Spaces of the Commodity before purchasing it in order to gage whether or not it would be worth my time, and all praised Capitalism's Eye: Cultural Spaces of the Commodity:

Capitalism's Eye is an extremely ambitious cultural history of how people experienced commodities in the era of industrial expansion. Writing against the dominant argument that the 'society of the spectacle' emerged fully formed in the mid-nineteenth century, Kevin Hetherington explains that the emergence of a culture of mass consumption

dominated by visual experience was a much slower process, not truly ascendant until after the First World War. Looking at the department stores, home life, and the great exhibitions around the turn of the last century, *Capitalism's Eye* promises to transform how we understand both the cultural history of capitalism in America and Europe and the historical roots of the mediated spectacle that dominates our world today.

About the Author Kevin Hetherington is Professor of Geography at Open University, UK.