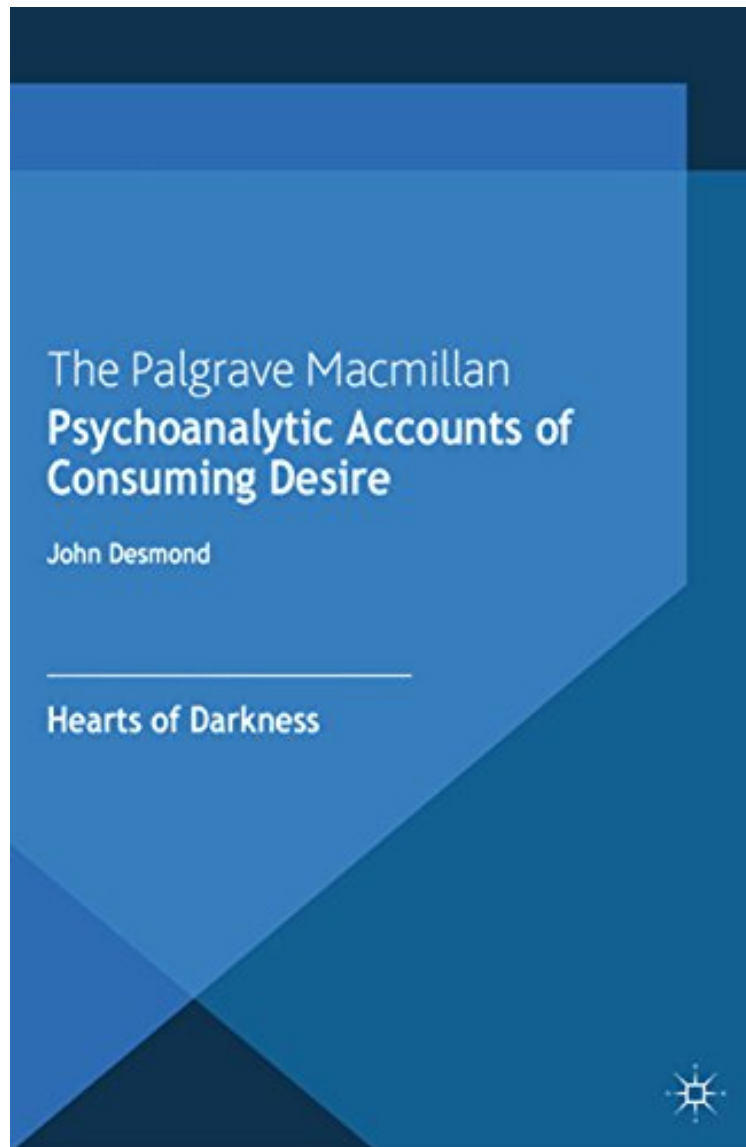


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Psychoanalytic Accounts of Consuming Desire: Hearts of Darkness

John Desmond

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Provides an accessible introduction to psychoanalytic explanations of consumer desire. Topics are drawn widely to reflect the scope of Freud's vision and include dreams, sexuality and hysteria. Discussion is widened to selectively

include authors such as Melanie Klein and Jacques Lacan, and to include evaluation of current research.

About the Author JOHN DESMOND is a reader in management at the University of St. Andrews, UK. He was born in Derry and currently lives equably in exile in Scotland with his wife Fiona. John's other books are *Consuming Behaviour* (Palgrave, 2003) and *Fundamentals of Marketing* (2007), co-authored with Marilyn Stone.