



# **Economy/Society: Markets, Meanings, and Social Structure (Sociology for a New Century Series)**

*Bruce G. Carruthers, Sarah Louise Babb*

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**Economy//Society** is an accessible introduction to the ways in which economic exchanges are embedded in social relationships. Bruce Carruthers and Sarah Babb tackle big issues and real problems with analytical power and lively ideas. They offer rich and novel insights into such topics as advertising, consumer behaviour, the diffusion of innovations, conflicts in the work place, social inequality and the economic development of nations.

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