

Contents

Introduction: Consumer Theory Today Is Unthinkable Without Headstrong and Unorthodox Pioneers	1
Michael-Burkhard Piorkowsky	
Part I In Search of Individual Satisfaction	
Bell, Campbell and the Soul of Modern Consumerism	19
Kai-Uwe Hellmann	
Of Markets and People: Tibor Scitovsky's Joyless Economy	53
Günther Rosenberger	
Albert O. Hirschman: Pioneer of an Action-Oriented Consumption Theory	83
Christian Bala	
Part II In Search of Environmental Sustainability	
Kenneth Ewart Boulding: Economics and Ecology	111
Michael-Burkhard Piorkowsky	
Sustainable Development Is the Alternative to Capitalism: Memories of Gerhard Scherhorn	139
Johannes Hoffmann and Gerhard Hofmann	

Georg Simmel: Fashion and Beauty	149
Rainer Hufnagel	
Review and Outlook: “Rethinking Consumer Theory!” Suggestions at the Founding Workshop of the Bamberg Group	171
Karl Kollmann	