



Il consumo vistoso (Centopagine) (Italian Edition)

Thorstein Veblen

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Il concetto di consumo vistoso è stato teorizzato da Thorstein Veblen alla fine dell'Ottocento, ma rimane oggi estremamente valido per spiegare i comportamenti degli individui. Non è un caso che tale concetto, espresso nel volume *La teoria della classe agiata* di cui presentiamo qui la parte principale, abbia spinto gli economisti a codificare uno specifico «effetto Veblen», vale a dire quel fenomeno per cui i consumatori sono tanto più attratti da un prodotto quanto più è elevato il prezzo di tale prodotto, che dunque proprio per questo assume dei significati di prestigio. D'altronde, sono numerosi i segnali con cui si presentano nelle società contemporanee

le varie forme assunte dal consumo vistoso.

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