

Contents

<i>Foreword by Karin Knorr Getina</i>	ix
<i>Preface to the second edition</i>	xiv
<i>Preface to the first edition</i>	xv
1 Introduction	1
<i>Research questions</i>	2
<i>Photography and fashion</i>	2
<i>Art, money and craft in photography</i>	4
<i>The production of pictures</i>	6
<i>A note on the organization of this book</i>	10
2 The study of markets	11
<i>Types of markets</i>	11
<i>Economic theories of markets</i>	14
<i>Sociological theories of markets</i>	18
<i>Summary</i>	27
3 An overview of the fashion photography business	29
<i>The markets</i>	30
<i>The actors who produce fashion photographs</i>	33
<i>The magazine</i>	54
<i>The role of the advertising agency</i>	55
<i>Summary</i>	58
4 Fashion photographers as producers	60
<i>The meaning structure of the producers</i>	61
<i>The customers</i>	67
<i>To work for a magazine</i>	67
<i>Working for an advertising agency</i>	79
<i>Two meaning structures - two markets?</i>	84

	<i>The low-fashion photographer</i>	85
	<i>The two types of photographers look at each other</i>	88
	<i>Generalizing the results</i>	92
	<i>Elevators of status</i>	98
	<i>Summary</i>	99
5	The consumers of fashion photographs	101
	<i>Are there two different types of consumers?</i>	101
	<i>The role of magazines</i>	103
	<i>The fashion editor</i>	105
	<i>The advertising agencies</i>	115
	<i>Comparing the fashion editor and the art director</i>	125
	<i>Summary</i>	125
6	The two markets for fashion photography	127
	<i>Markets through phenomenology</i>	127
	<i>The two production markets for fashion photography</i>	128
	<i>Gradual changes and the role of status</i>	133
	<i>Radical change: transcending the meaning structure</i>	134
	<i>This study and the theories employed</i>	142
	<i>Summary</i>	145
7	Towards a phenomenological sociology	147
	<i>Aesthetics in markets and society</i>	147
	<i>Markets as a form of social interaction</i>	152
	<i>The role of empirical phenomenology</i>	155
	Appendix A: a guide to phenomenological sociology	157
	<i>The action perspective</i>	157
	<i>Objectivism versus subjectivism</i>	160
	<i>Phenomenology</i>	164
	<i>The philosopher: Edmund Husserl</i>	164
	<i>The social scientist: Alfred Schutz</i>	172
	<i>Phenomenologically inspired sociology</i>	181
	<i>Empirical phenomenology</i>	182
	Appendix B: empirical work	189
	<i>Notes</i>	199
	<i>Bibliography</i>	225
	<i>Index</i>	238

Aspers, Patrik :

Markets in fashion : a phenomenological approach / Patrik Aspers. - London [u.a.] : Routledge, 2006. - XVI, 240 S. : Tab., Ill. . - ISBN: 0-415-34619-3. - ISBN: 978-0-415-34619-1. - (Routledge studies in business organizations and networks ; 31)