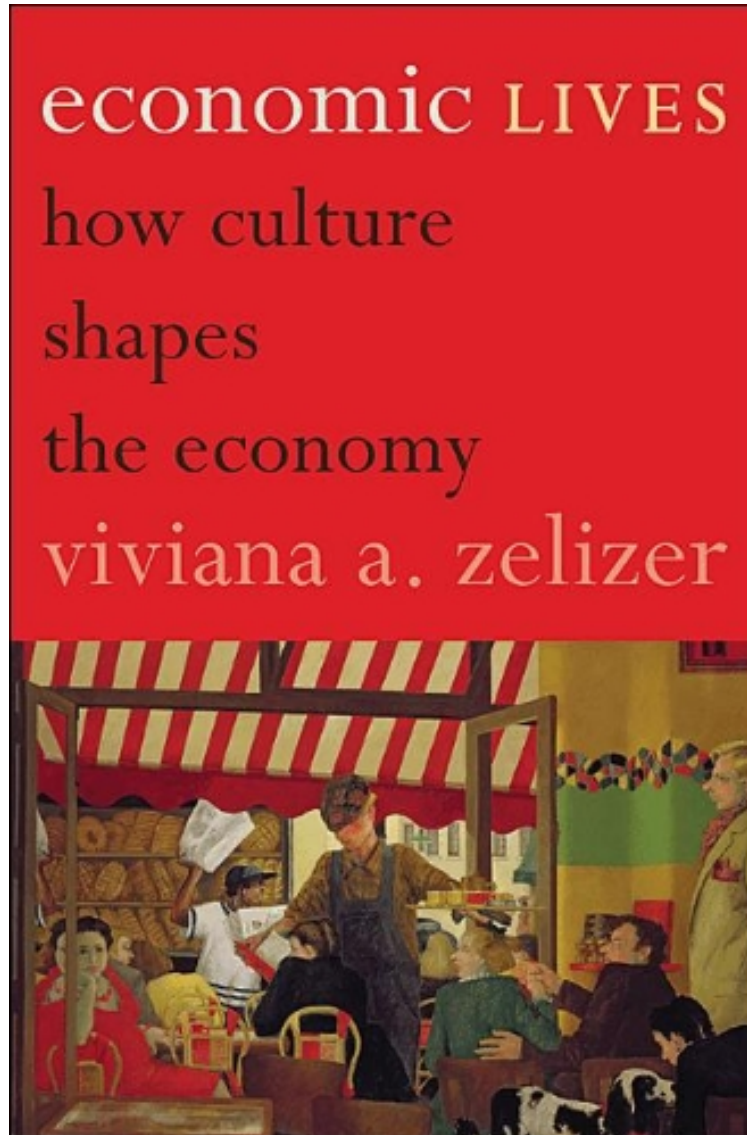


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Economic Lives: How Culture Shapes the Economy

Viviana A. Zelizer

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Viviana A. Zelizer : Economic Lives: How Culture Shapes the Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Economic Lives: How Culture Shapes the Economy:

3 of 3 people found the following review helpful. Best of ZelizerBy CustomerThis is a great collection of Zelizer's important contributions to the sociological study of the relationship between culture and the economy. It is comprised mostly of her previous work, including the central arguments from Pricing a Priceless Child and The Purchase of Intimacy. A very handy reference indeed. But I do wish there were more in terms of tying things together into a larger vision or agenda though, or even some account of things she has changed her mind about etc.0 of 3 people found the following review helpful. Uhmhhh.....By Pvictorial know the author is very smart and capable but at times it gets

very boring. I would rate it as a roller coaster, parts of it are very good and some others it's very boring. 5 of 6 people found the following review helpful. Weighty, but fascinating! By Ann Logue This is an academic book, so at times, it's a little weighty. Also, some of the articles are old, so data about such things as family income are sometimes dated. But overall, this is fascinating! I was hooked on the discussion of the economic value of children and how children create their own economies (trading items in the lunch room, for example). I learned a lot and found a lot to think about and discuss with other people.

Over the past three decades, economic sociology has been revealing how culture shapes economic life even while economic facts affect social relationships. This work has transformed the field into a flourishing and increasingly influential discipline. No one has played a greater role in this development than Viviana Zelizer, one of the world's leading sociologists. *Economic Lives* synthesizes and extends her most important work to date, demonstrating the full breadth and range of her field-defining contributions in a single volume for the first time. *Economic Lives* shows how shared cultural understandings and interpersonal relations shape everyday economic activities. Far from being simple responses to narrow individual incentives and preferences, economic actions emerge, persist, and are transformed by our relations to others. Distilling three decades of research, the book offers a distinctive vision of economic activity that brings out the hidden meanings and social actions behind the supposedly impersonal worlds of production, consumption, and asset transfer. *Economic Lives* ranges broadly from life insurance marketing, corporate ethics, household budgets, and migrant remittances to caring labor, workplace romance, baby markets, and payments for sex. These examples demonstrate an alternative approach to explaining how we manage economic activity--as well as a different way of understanding why conventional economic theory has proved incapable of predicting or responding to recent economic crises. Providing an important perspective on the recent past and possible futures of a growing field, *Economic Lives* promises to be widely read and discussed.

As a compilation of three decades of Zelizer's contributions to economic sociology, the book will help economists and sociologists see how the discipline has evolved over the years. For other readers, the book is a fascinating introduction to the subject. From the Back Cover "Economic Lives is an outstanding collection by one of the most original thinkers in economic sociology. In addition to bringing together some of her most brilliant papers, Viviana Zelizer provides an integrative analysis of her work and how it relates to the thinking of others who want to understand the fundamental nature of the economy. I know of no one else who can so thoughtfully describe everything from the beginnings of the cultural turn in economic sociology to leading-edge interpretations of what is happening in capitalism today. No serious student of economic sociology will want to neglect this book."--Rakesh Khurana, Harvard Business School "Behind GNP statistics, stock market figures, and profit-loss statements lies a seething tapestry of human social relations. In this exciting collection of her writings on the sociology of economic life, Viviana Zelizer brings this tapestry to life and in focus, stressing the tense synergy of calculation and emotion and the tacit but ever-changing boundaries between market exchange and human intimacy. Zelizer records the psychodynamics of moving boundaries and mutual redefinitions between the worlds of impersonal exchange, money, and wealth on the one hand, and the private worlds of love, friendship, child rearing, and caring on the other. A must-read for anyone interested in the mutual constitution of objective and subjective realities in both history and contemporary life."--Herbert Gintis, Santa Fe Institute and the Central European University "No one has done more to change the way social scientists think about economic life than Viviana Zelizer. This definitive volume, which pulls together her central contributions, is the best introduction to the work of one of today's most influential scholars."--Donald MacKenzie, University of Edinburgh "No one else does what Viviana Zelizer does, or in the way she does it. With attractively rigorous scholarship, she reveals hidden meanings in things we otherwise take for granted. Spanning Zelizer's career to date, *Economic Lives* is welcome for bringing key contributions together in one volume."--Ronald S. Burt, University of Chicago Booth School of Business "This excellent, attractive, and very welcome collection contains some truly wonderful pieces."--Richard Swedberg, Cornell University

About the Author Viviana A. Zelizer is the Lloyd Cotsen Professor of Sociology at Princeton University. She is the author of *The Purchase of Intimacy*, *The Social Meaning of Money*, *Pricing the Priceless Child* (all Princeton), and *Morals and Markets: The Development of Life Insurance in the United States*.