

## TABLE OF CONTENTS

<i>Foreword</i>	<i>vii</i>
<i>Preface</i>	<i>ix</i>
1. Why Political Consumerism?	1
2. History of Political Consumerism	37
3. Contemporary Forms and Institutions	73
4. A Study of Political Consumerism Today: The Case of Good Environmental Choice in Sweden	119
5. Shopping with and for Virtues	149
<i>Appendix The Political Business of Consumerism: A New Research Agenda for the Social Sciences</i>	<i>169</i>
<i>Notes</i>	<i>175</i>
<i>Bibliography</i>	<i>211</i>
<i>Index</i>	<i>237</i>