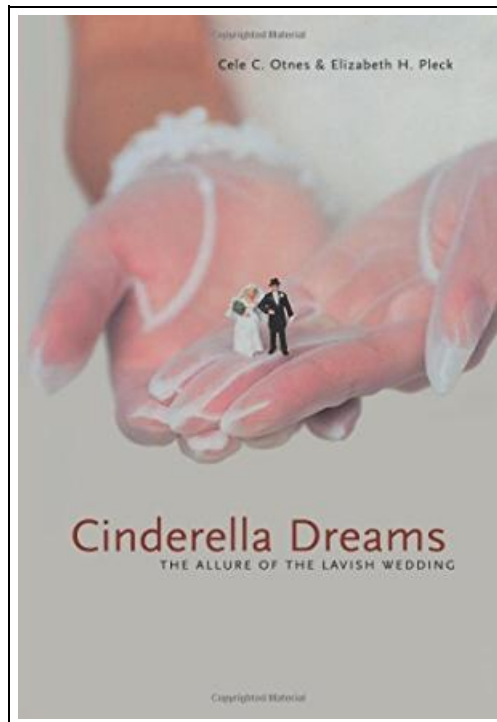


Cinderella Dreams: The Allure of the Lavish Wedding (Paperback)



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Reviews

Comprehensive information for book fans. It is one of the most amazing book i actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Yoshiko Okuneva)

CINDERELLA DREAMS: THE ALLURE OF THE LAVISH WEDDING (PAPERBACK)



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University of California Press, United States, 2003. Paperback. Condition: New. New. Language: English . Brand New Book. The fabulous gown, the multitiered cake, abundant flowers, attendants and guests in their finery. The white wedding does more than mark a life passage. It marries two of the most sacred tenets of American culture - romantic love and excessive consumption. For anyone who has ever wondered about the meanings behind a white dress, a diamond ring, rice, and traditions such as cake cutting, bouquet tossing, and honeymooning, this book offers an entertaining and enlightening look at the historical, social, and psychological strains that come together to make the lavish wedding the most important cultural ritual in contemporary consumer culture. With an emphasis on North American society, Cele C. Otnes and Elizabeth H. Pleck show how the elaborate wedding means far more than a mere triumph for the bridal industry. Through interviews, media accounts, and wide-ranging research and analysis, they expose the wedding s reflection - or reproduction - of fundamental aspects of popular consumer culture: its link with romantic love, its promise of magical transformation, its engendering of memories, and its legitimization of consumption as an expression of perfection. As meaningful as any prospective bride might wish, the lavish wedding emerges here as a lens that at once reveals, magnifies, and reverses some of the dearest wishes and darkest impulses at the heart of our culture.



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