



SPECIAL TOPICS

- 1. CONSUMERS JUST WANNA HAVE FANTASIES, FEELINGS, AND FUN** Morris Holbrook
 The E-Factor in Every Product—
 'E' as in Entertainment! 607
- 2. DEAR XPERIENCING CONSUMER: PLEASE MAKE YOURSELF XTRA COMFORTABLE** Sharon Beatty
 A Crash Course on Being a Customer in the
 Experience Economy 613
- 3. PSYCHOLOGY MEETS ECONOMICS:** Priya Raghubir
 Why Consumers Can't Count Their Money
 Correctly 620
- 4. CONSUMERS IN SEARCH OF PROPER PLEASURE** Arch G. Woodside
 How Brand Stories Help Consumers Enact
 Dramas in Their Lives 627
- 5. THE ONLINE LIFE OF COFFEE AFICIONADOS** Robert V. Kozinets
 A Netnography of an Online Consumption
 Community 636
- 6. GENDER BENDER BRAND HIJACKS AND CONSUMER REVOLT** Jill Avery
 The Porsche Cayenne Story 645

