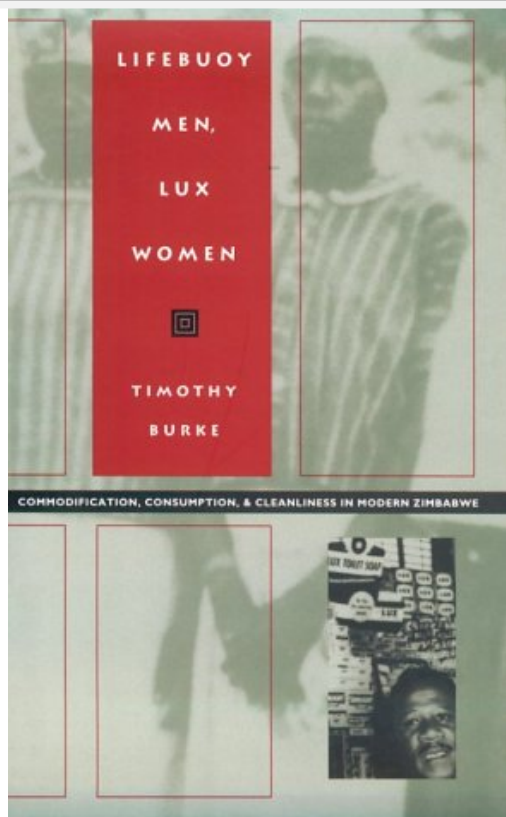


---

# Read Lifebuoy Men, Lux Women: Commodification, Consumption, and Cleanliness in Modern Zimbabwe (Body, Commodity, Text) - Audiobooks

---



## Book detail

- Title : Read Lifebuoy Men, Lux Women: Commodification, Consumption, and Cleanliness in Modern Zimbabwe (Body, Commodity, Text) - Audiobooks
- isbn : 0822317621



## Book Synopsis

Lifebuoy Men, Lux Women How do people come to need products they never even knew they wanted? How, for example, did indigenous Zimbabweans of the 1940s begin to believe that they required Lifebuoy soap? Offering a glimpse into the intimate workings of modern colonialism and global capitalism, Timothy Burke takes up these questions in *Lifebuoy Men, Lux Women*, a study of post-World War II commodity culture in Zimbabwe. With particular attention to cosmetic products and the contrast between colonial and pre-colonial ideas of cleanliness, Burke examines the role played by commodity culture, changing patterns of consumption, and the spread of advertising in the making of modern Zimbabwe....

## Related

[The Soap Man: Lewis, Harris and Lord Leverhulme](#)

---