



Favored Flowers: Culture and Economy in a Global System

By Catherine Ziegler

Duke University Press. Paperback. Book Condition: new. BRAND NEW, Favored Flowers: Culture and Economy in a Global System, Catherine Ziegler, Billions of fresh-cut flowers are flown into the United States every year, allowing Americans to choose from a broad array of blooms regardless of the season. "Favored Flowers" is a lively investigation of the worldwide production and distribution of fresh-cut flowers and their consumption in the New York metropolitan area. In an ethnography filled with roses, orchids, and gerberas, flower auctions, new hybrids, and new logistical systems, Catherine Ziegler unravels the economic and cultural strands of the global flower market. She provides an historical overview of the development of the cut flower industry in New York from the late nineteenth century to 1970, and on to its ultimate transformation from a domestic to a global industry. As she points out, cut flowers serve no utilitarian purpose; rather, they signal consumers' social and cultural decisions about expressing love, mourning, status, and identity. Ziegler shows how consumer behavior and choices have changed over time and how they are shaped by the media, by the types of available flowers, and by flower retailing. Ziegler interviewed more than 250 people as she followed flowers along...



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