Contents

	Preface	1
	Acknowledgments	xi
1.	Nothing: A Brief (No Need to Be Lengthy) Introduction Nothing	
	An Illustrative Excursion to the Movies	1
	Nothing (and Something): Further Clarification	1.
	Nothing Is Nothing	1
	In Defense of Nothing	1.
	The Production of Nothing	1
2.	Conceptualizing Nothing (and Something)	1:
	Unique-Generic, One-of-a-Kind-Interchangeable	20
	Local Geographic Ties-Lack of Local Ties	2.
	Specific-to-the-Times-Relatively Time-less	2
	Humanized-Dehumanized	32
	Enchanted-Disenchanted	34
	How Does This Relate to Globalization?	36
	Objective, or Are They?	31
3.	Meet the Nullities	35
	Non-Places (and Places)	35
	Non-Things (and Things)	53
	Non-People (and People)	59
	Non-Service (and Service)	6.
	The Relationship Between Forms of	
	Nothing (and Something)	6.
4.	Globalization	7
	Glocalization and Grobalization	74
	Glocalization	78

	Grobalization Some Complexities	79 95
5.	Grobalization-Glocalization and Something-Nothing	97
	The Grobalization of Something	99
	The Grobalization of Nothing	101 105
	The Glocalization of Nothing	103
	The Glocalization of Something	
	Expensive, Globally Available Types of Nothing	107
	Loose Cultural, Tight Structural Models	108 109
	What About the Local?	110
	Why Now?	110
	Which Comes First: Nothing or Its Grobalization?	114
6.	The Ultimate Example of Nothing and Its Grobalization?	_
	Large-Scale Consumption Sites on the Internet	117
	Some Important Caveats	118
	Back to the Main Argument	120
	Meet the Nullities on the Internet	123
	Large-Scale Consumption Sites on the	
	Internet as Non-Places	124
	The Non-Things for Sale on Large-Scale	
	Consumption Web Sites	130
	Non-People on Those Large-Scale,	
	Internet Consumption Sites	132
	Non-Services on Those Large-Scale	_
	Consumption Web Sites	133
	Globalization	134
7.	A Few (by Necessity) Concluding Thoughts on	
	Nothing (and Its Globalization)	138
	The Increase in Nothing! The Decline	
	in Something?	138
	The Positive Side of Nothing and Its Spread	141
	The Negative Side of the Spread of Nothingness	143
	Grobalization and Loss	149
	Explaining the Gap	149
	Nostalgia?	150
	Changes Over Time	151
	How Can We Make So Much Out of So Little?	154
	Making Something Out of Nothing on the Internet	159
	The Economics of Nothingness	160
	A Lot of Nothing Is Still Nothing	163

8.	Concluding Thoughts on Globalization (and Nothing)	166
	Grobalization Versus Glocalization	168
	Can the Local Be Resuscitated?	170
	The Globalization of Nothing and September 11, 2001	171
	Consumption and Beyond	174
	The Role of Brands	178
	Responding to the Grobalization of Nothing	182
	Appendix: Nothing—Theoretical and Methodological Issues	189
	Nothing: Previous Work	189
	Some Modern Methodological (Epistemological) Problems	198
	Modern Concepts in a Postmodern Age	200
	Salvaging a (Semi-) Modern Approach	205
	A (General) Standpoint Theory	207
	Alternative Perspectives	210
	Potential Criticisms	212
	Rational Choice?	213
	Are Consumers Judgmental Dopes?	215
	Notes	217
	Index	247
	About the Author	259