

# Contents

<b>A Note on the Cover: <i>Weiche</i> by Neo Rauch</b>	vii
<b>Acknowledgements</b>	ix
<b>Notes on Contributors</b>	xi
<b>1 The Market in Everyday Life: Ethnographies of Postsocialism</b> <i>Caroline Humphrey and Ruth Mandel</i>	1
<b>Part I Trading Cultures, Market Ambiguity, and Historical Transformation</b>	
<b>2 Women and the Culture of Entrepreneurship in Soviet and Post-Soviet Azerbaijan</b> <i>Farideh Heyat</i>	19
<b>3 The Shame and Pride of Market Activity: Morality, Identity and Trading in Postsocialist Rural Bulgaria</b> <i>Deema Kaneff</i>	33
<b>4 Heritage and Enterprise Culture in Archangel, Northern Russia</b> <i>Julian Watts</i>	53
<b>5 Dealing with Money: Złotys, Dollars and Other Currencies in the Polish Highlands</b> <i>Frances Pine</i>	75
<b>Part II Consumption and Modernities</b>	
<b>6 Chasing Moths: Cleanliness, Intimacy and Progress in Romania</b> <i>Adam Drazin</i>	101

## Contents

- 7** Re-constructing the 'Normal': Identity and the Consumption of Western Goods in Estonia  
*Sigrid Rausing* 127
- 8** Manufacturing the New Consumerism: Fast-Food Restaurants in Postsocialist Hungary  
*André P. Czeglédy* 143
- Part III Rural and Institutional Transformations**
- 9** Coping with the Market in Rural Ukraine  
*Louise Perrotta* 169
- 10** Mongolia in the 'Age of the Market': Pastoral Land-use and the Development Discourse  
*David Sneath* 191
- 11** Broadening the Concept of Privatization: Gender and Development in Rural Kazakhstan  
*Rosamund Shreeves* 211
- Index** 237