

The Kitchen Debate And Cold War Consumer Politics

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Americans Experience Russia
These Truths
Communism Unwrapped
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Trams or Tailfins? Survey of Consumer Finances
The Advertising and Consumer Culture Reader
The Function of the Consumer in a Free Choice Economy
The Rise and Fall of the Consumer's Democracy
Consumers Against Capitalism?
The Presidency of John F. Kennedy
Papers Presented at the Annual Conference on the Economic Outlook
Consumer Attitudes and Demand
Surveys of Consumers
The Economic Outlook for ...
A Destiny of Choice?
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with primary sources never before translated into english kitchen debate and cold war consumer politics connects this debate which profoundly shaped the economic social and cultural contours of the cold war era to consumer society gender ideologies and geopolitics

in this volume that is as big and as varied as the nation it portrays are over 1 400 entries written by some 900 historians and other scholars illuminating not only america s political diplomatic and military history but also social cultural and intellectual trends science technology and medicine the arts and religion

americans experience russia analyzes how american scholars journalists and artists envisioned experienced and interpreted russia the soviet union over the last century while many histories of diplomatic economic and intellectual connections between the united states and the soviet union can be found none has yet examined how americans encounters with russian soviet society shaped their representations of a russian soviet other and its relationship with an american west the essays in this volume critically engage with postcolonial theories which posit that a self valorizing unmediated west dictated the colonial encounter repressing native voices that must be recovered unlike western imperialists and their colonial subjects americans and russians long co existed in a tense parity regarding each other as other than european

equals sometime cultural role models temporary allies and political antagonists in examining the fiction film journalism treatises and histories americans produced out of their russian experience the contributors to this volume closely analyze these texts locate them in their sociopolitical context and gauge how their producers profession politics gender class and interaction with native russian interpreters conditioned their authored responses to russian soviet reality the volume also explores the blurred boundaries between national identities and representations of self other after the soviet union s fall

nothing short of a masterpiece npr books a new york times bestseller and a washington post notable book of the year in the most ambitious one volume american history in decades award winning historian jill lepore offers a magisterial account of the origins and rise of a divided nation widely hailed for its sweeping sobering account of the american past new york times book review jill lepore s one volume history of america places truth itself a devotion to facts proof and evidence at the center of the nation s history the american experiment rests on three ideas these truths jefferson called them political equality natural rights and the sovereignty of the people but has the nation and democracy itself delivered on that promise these truths tells this uniquely american story beginning in 1492 asking whether the course of events over more than five centuries has proven the nation s truths or belied them to answer that question lepore wrestles with the state of american politics the legacy of slavery the persistence of inequality and the nature of technological change a nation born in contradiction will fight forever over the meaning of its history lepore writes but engaging in that struggle by studying the past is part of the work of citizenship with these truths lepore has produced a book that will shape our view of american history for decades to come

communism unwrapped reveals the complex world of consumption in cold war eastern europe exploring the ways people shopped ate drank smoked cooked acquired assessed and exchanged goods

in the years that followed world war ii both the united states and the newly formed west german republic had an opportunity to remake their economies since then much has been made of a supposed americanization of european consumer societies in germany and elsewhere arguing against these foggy notions jan i logemann takes a comparative look at the development of postwar mass consumption in west germany and the united states and the emergence of discrete consumer modernities in trams or tailfins logemann explains how the decisions made at this crucial time helped to define both of these economic superpowers in the second half of the twentieth century while americans splurged on private cars and bought goods on credit in suburban shopping malls germans rebuilt public transit and developed pedestrian shopping streets in their city centers choices that continue to shape the quality and character of life decades later outlining the abundant differences in the structures of consumer society consumer habits and the role of public consumption in these countries logemann reveals the many subtle ways that the spheres of government society and physical space define how we live

commercial breaks radio spots product placements billboards pop up ads we sometimes take for granted how much advertising surrounds us in our daily lives we may find ads funny odd or even disturbing but we rarely stop to consider their deeper meaning or function within society what exactly does advertising do how and why do ads influence us how does the advertising industry influence our media these are just a few of the many important questions addressed in the advertising and consumer

culture reader an incisive provocative collection that assembles twenty seven of the most important scholarly writings on advertising and consumer culture to date the classic and contemporary essays gathered here explore the past present and future of advertising from the early days of print to the world wide and beyond these selections offer historical sociological critical cultural and political economic lenses to explore a wide range of topics from consumer activism to globalization to the role of ads in the political process together these key readings chart the past present and future of advertising while also examining the effects of advertising and consumer culture upon individuals society cultures and the world at large designed for use in courses the collection begins with a general introduction that orients students to thinking critically about advertising and consumer culture section and chapter introductions offer valuable historical and critical context while review questions after each reading will spark classroom debates and challenge students understanding of key concepts

in this important collection of essays historians from six different countries trace the history of the consumer cooperative movement in much of western europe and north america from its inception to the present the consumer cooperative as the contributors show bears directly on the role of socialist parties the nascent feminist movement and conceptions of the worker s role in a changing economy and society in the 19th and 20th centuries

the presidency of john f kennedy continues to fascinate even as it also continues to inspire heated debates between admirers and detractors of camelot s fallen king now readers can gain a new appreciation of jfk in this thoroughly revised and updated edition of james giglio s bestselling study widely acclaimed as the best and most balanced book on jfk s white house years giglio incorporates the voluminous archival materials made available in the last fifteen years including the declassified documents on crucial foreign policy affairs and white house medical records that contradict the image of kennedy s youth and vigor he stresses the extent to which domestic and foreign policies were interconnected at a time when the cold war dominated national life and reveals his new appreciation for jfk s prudence in his handling of such enormous challenges as the cuban missile crisis and the emerging war in vietnam giglio shows kennedy to be the most medicated one of the most courageous and perhaps the most self absorbed of our presidents he reviews the physical ailments and heavy prescriptions that were kept out of the public eye and catalogs sexual indiscretions ranging from marilyn monroe and socialite florence pritchett to low level white house employees and even virtual strangers surveying this field of conquest giglio suggests that jfk s sexual obsession could easily have affected his presidency even more during a second term his work also amplifies coverage of key issues like civil rights the cuban missile crisis and vietnam and reevaluates many of the questions surrounding the assassination maintaining that even with the existence of a conspiracy still doubtful the case is far from closed like the first edition this new edition provides a sharp and thoughtful analysis of both domestic and foreign affairs and underscores that despite his undeniably brief tenure in office the state of the nation actually did improve on kennedy s watch featuring an expanded bibliographical essay and twenty two photos from the jfk library the presidency of john f kennedy remains the definitive appraisal of camelot s kingdom

in the twentieth century americans thought of the united states as a land of opportunity and equality to what extent and for whom this was true was of course a matter of debate however especially during the cold war many americans clung to the patriotic conviction that america was the land of the free at the same time

another national ideal emerged that was far less contentious that arguably came to subsume the ideals of freedom opportunity and equality and that eventually embodied an unspoken consensus about what constitutes the good society in a postmodern setting this was the ideal of choice broadly understood as the proposition that the good society provides individuals with the power to shape the contours of their lives in ways that suit their personal interests idiosyncrasies and tastes by the closing decades of the century americans were widely agreed that theirs was or at least should be the land of choice in a destiny of choice david blanke and david steigerwald bring together important scholarship on the tension between two leading interpretations of modern american consumer culture that modern consumerism reflects the social cultural economic and political changes that accompanied the country s transition from a local producer economy dominated by limited choices and restricted credit to a national consumer marketplace based on the individual selection of mass produced mass advertised and mass distributed goods this debate is central to the economic difficulties seen in the united states today

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