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A History of American Consumption

Threads of Meaning, Gender, and Resistance

Terrence H. Witkowski, California State University, Long Beach, USA

Series: Routledge Studies in the History of Marketing

A History of American Consumption: Threads of Meaning, Gender, and Resistance tells the story of the American consumer experience, through the continuities and changes in three cultural threads over 300 years of history from the colonial era to the present. These threads recount the assignment of meaning to possessions and consumption, the gendered ideology and allocation of consumption roles, and resistance through anti-consumption thought and action. Readable and insightful, it will be of interest to scholars and advanced students in consumer behaviour, advertising, and marketing and business history.

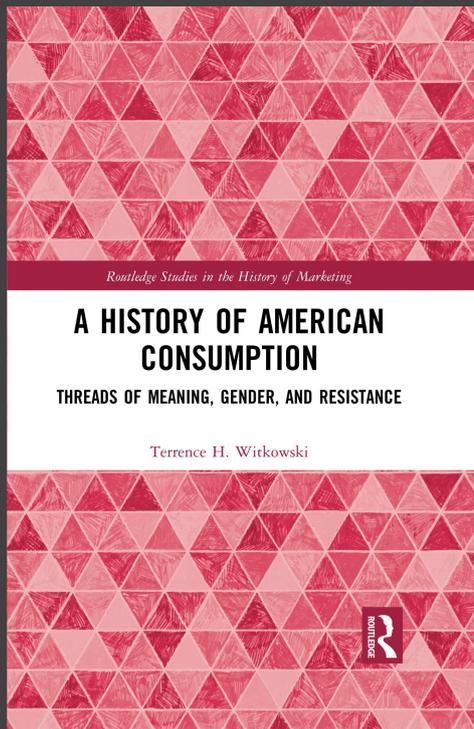
This book is essential reading for anyone wishing to gain a comprehensive grasp of how pluralistic forms of American consumer culture were born, flourished, dissipated, and in some cases, were reinvigorated. Starting before the birth of the nation, Terry Witkowski offers a palatable and penetrating look at seven broadly defined eras of consumer culture history. His choice to compare the developments of consumer culture across three threads – the meaning consumers attribute to goods and services, gender-role discourses as they pertain to household and macro-marketing phenomena, and resistance to consumerism—make for a compelling and coherent narrative. Chockablock with compelling images, this book is sure to remain a vital reference. -- Cele C. Otnes, Investors in Business Education Prof. of Marketing, University of Illinois at Urbana-Champaign, USA.

A History of American Consumption provides a much-needed overview of how consumption came to occupy such a central place in the consumer culture of the US. Richly illustrated and meticulously researched, this book makes an important contribution to the growing area of historical research in marketing. -- Jonathan Schroeder, William A. Kern Professor of Communications, Rochester Institute of Technology, USA.

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