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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.

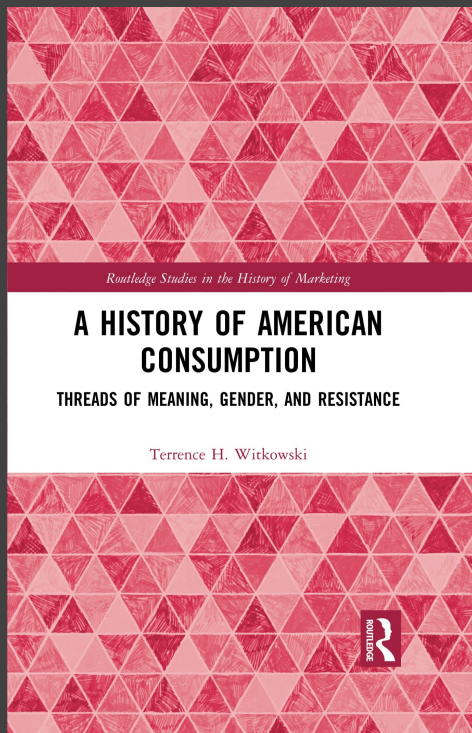
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September 2017: 234x156: 298pp  
106 illustrations

Hb: 978-1-138-93691-1 | £110.00  
eBook: 978-1-315-67652-4

## TABLE OF CONTENTS:

1. Introduction
2. Consumer Culture Theory in Consumption History
3. Colonial and Early Federal Consumption
4. Consumption in the 19<sup>th</sup> Century to 1865
5. Consumption in the Gilded Age
6. Consumption in the Early 20<sup>th</sup> Century
7. Consumption during the Great Depression and World War II
8. Consumption from 1945 to 1980
9. Consumption since 1980
10. Conclusion