

# AN ALL-CONSUMING CENTURY

WHY COMMERCIALISM WON IN
MODERN AMERICA



"THE BEST SURVEY YET WRITTEN OF THE HISTORY OF MODERN AMERICAN CONSUMER SOCIETY."—THE NATION

GARY CROSS



# <u>An Allconsuming Century Why Commercialism Won In</u> <u>Modern</u>

**Bob Batchelor** 

#### An Allconsuming Century Why Commercialism Won In Modern:

An All-Consuming Century Gary Cross, 2000-09-14 The unqualified victory of consumerism in America was not a foregone conclusion The United States has traditionally been the home of the most aggressive and often thoughtful criticism of consumption including Puritanism Prohibition the simplicity movement the 60s hippies and the consumer rights movement But at the dawn of the twenty first century not only has American consumerism triumphed there isn t even an ism left to challenge it An All Consuming Century is a rich history of how market goods came to dominate American life over that remarkable hundred years between 1900 and 2000 and why for the first time in history there are no practical limits to consumerism By 1930 a distinct consumer society had emerged in the United States in which the taste speed control and comfort of goods offered new meanings of freedom thus laying the groundwork for a full scale ideology of consumer s democracy after World War II From the introduction of Henry Ford's Model T so low in price that no man making a good salary will be unable to own one and the innovations in selling that arrived with the department store window displays self service the installment plan to the development of new arenas for spending amusement parks penny arcades baseball parks and dance halls Americans embraced the new culture of commercialism with reservations However Gary Cross shows that even the Depression the counterculture of the 1960s and the inflation of the 1970s made Americans more materialistic opening new channels of desire and offering opportunities for more innovative and aggressive marketing The conservative upsurge of the 1980s and 90s indulged in its own brand of self aggrandizement by promoting unrestricted markets The consumerism of today thriving and largely unchecked no longer brings families and communities together instead it increasingly divides and isolates Americans Consumer culture has provided affluent societies with peaceful alternatives to tribalism and class war Cross writes and it has fueled extraordinary economic growth The challenge for the future is to find ways to revive the still valid portion of the culture of constraint and control the overpowering success of the all consuming Reseña de "An all consuming century Fátima Milnitzky, 2000 The All-Consuming Nation Mark H. twentieth century Lytle, 2021-10-05 In his 1958 kitchen debate with Nikita Khrushchev Richard Nixon argued that the freedom to consume defined the American way of life High wages full employment new technologies and a rapid growth in population known as the Baby Boom ushered in a golden age of economic growth By the end of the twentieth century consumerism triumphed over communism socialism and all other isms seeking to win hearts and minds around the world Advertising popular culture and mass media persuaded Americans that shopping was both spiritually fulfilling and a patriotic virtue Mark Lytle argues that Nixon's view of consumer democracy contained fatal flaws if unregulated it would wholly ignore the creativedestruction that in destroying jobs erodes the capacity to consume The All Consuming Nation also examines how planners failed to take into account the environmental costs as early warning signs whether smog over Los Angeles the overuse of toxic chemicals such as DDT or the Cuyahoga River in flames provided evidence that all was not well Environmentalists from Aldo Leopold

Rachel Carson and Paul Ehrlich to Ralph Nader and Al Gore cautioned that modern consumerism imposed unsustainable costs on the natural world Not for lack of warning climate change became the defining issue of the twenty first century The All Consuming Nation investigates the environmental and sociocultural costs of the consumer capitalism framework set in place in the 20th century shedding light on the consequences of a national identity forged through mass consumption

Gatsby Bob Batchelor, 2013-11-07 In 1925 F Scott Fitzgerald produced his third novel a slim work for which he had high expectations Despite such hopes the novel received mixed reviews and lackluster sales Over the decades however the reputation of The Great Gatsby has grown and millions of copies have been sold One of the bestselling novels of all time it is also considered one of the most significant achievements in twentieth century fiction But what makes Gatsby great Why do we still care about this book more than eighty five years after it was published And how does Gatsby help us make sense of our own lives and times In Gatsby The Cultural History of the Great American Novel Bob Batchelor explores the birth life and enduring influence of The Great Gatsby from the book s publication in 1925 through today s headlines filled with celebrity intrigue corporate greed and a roller coaster economy A cultural historian Batchelor explains why and how the novel has become part of the fiber of the American ethos and an important tool in helping readers to better comprehend their lives and the broader world around them A biography of F Scott Fitzgerald's masterpiece this book examines The Great Gatsby's evolution from a nearly forgotten 1920s time capsule to a revered cultural touchstone Batchelor explores how this embodiment of the American Dream has become an iconic part of our national folklore how the central themes and ideas emerging from the book from the fulfillment of the American Dream to the role of wealth in society resonate with contemporary readers who struggle with similar uncertainties today By exploring the timeless elements of reinvention romanticism and relentless pursuit of the unattainable Batchelor confirms the novel s status as The Great American Novel and more importantly explains to students scholars and fans alike what makes Gatsby so great A Socioeconomic History of the American Consumer Lawrence R. Samuel, 2025-07-28 This work whose target audience includes both historians and practitioners is a socioeconomic history of American consumers The author shows how over the past century Americans personal and national identities became heavily defined by how they spent money in the marketplace The American consumer is presented as a character on the national stage whose role changed significantly over time based on varying social economic and political conditions What did not change over the course of five different eras however was a continual transformation of Americans from citizens to consumers as the private sphere steadily eclipsed the public or civic arena The principal argument of the work is that alongside critics justifiable claims that American style consumption is ultimately unsustainable consumer culture has consistently served as a principal source of meaning and purpose in people s lives Key insights into the American idea and experience are revealed by charting the trajectory of consumers The Making of **Urban America** Raymond A. Mohl, Roger Biles, 2023-10-03 The revised and updated third edition of The Making of Urban

America includes seven new articles and a richly detailed historiographical essay that discusses the vast urban history literature added to the canon since the publication of the second edition The authors extensively revised introductions and the fifteen reprinted articles trace urban development from the preindustrial city to the twentieth century city With emphasis on the social economic political commercial and cultural aspects of urban history these essays illustrate the growth and change that created modern day urban life Dynamic topics such as technology immigration and ethnicity suburbanization sunbelt cities urban political history and planning and housing are examined The Making of Urban America is the only reader available that covers all of U S urban history and that also includes the most recent interpretive scholarship on the subject

Encyclopedia of Consumer Culture Dale Southerton, 2011-09-15 The three volume Encyclopedia of Consumer Culture covers consuming societies around the world from the Age of Enlightenment to the present and shows how consumption has become intrinsic to the world's social economic political and cultural landscapes Offering an invaluable interdisciplinary approach this reference work is a useful resource for researchers in sociology political science consumer science global studies comparative studies business and management human geography economics history anthropology and psychology The first encyclopedia to outline the parameters of consumer culture the Encyclopedia of Consumer Culture provides a critical scholarly resource on consumption and consumerism over time Some of the topics included are Theories and concepts Socio economic change i e social mobility Socio demographic change i e immigration aging Identity and social differentiation i e social networks Media i e broadcast media Style and taste i e fashion youth culture Mass consumptions i e retail culture Ethical Consumption i e social movements Civil society i e consumer advocacy Environment i e sustainability Domestic consumption i e childhood supermarkets Leisure i e sport tourism Technology i e planned obsolescence Work i e post industrial society Production i e post fordism global economy Markets i e branding Institutions i e religion Welfare i e reform distribution of resources Urban life i e suburbs **Art Deco** Michael Windover, 2012 No detailed description available for Art Deco Jewish Consumer Cultures in Nineteenth and Twentieth-Century Europe and North America Paul Lerner, Uwe Spiekermann, Anne Schenderlein, 2022-01-22 This book investigates the place and meaning of consumption in Jewish lives and the roles Jews played in different consumer cultures in modern Europe and North America Drawing on innovative original research into this new and challenging field the volume brings Jewish studies and the history and theory of consumer culture into dialogue with each other Its chapters explore Jewish businesspeople s development of niche commercial practices in several transnational contexts the imagining marketing and realization of a Jewish national homeland in Palestine through consumer goods and strategies associations between Jews luxury and gender in multiple contexts and the political dimensions of consumer choice Together the essays in this volume show how the study of consumption enriches our understanding of modern Jewish history and how a focus on consumer goods and practices illuminates the study of Jewish religious observance ethnic identities gender formations and immigrant trajectories across

the globe The Expert Consumer Alain Chatriot, Marie-Emmanuelle Chessel, 2017-09-29 Recent work has focused on the politics of consumption and its manifestation in a number of situations This volume extends these debates providing a tighter focus and contributing to a noticeable gap in the field that numerous scholars are beginning to turn towards that is organizations of consumers themselves who have chosen to speak for all consumers and similar such bodies of experts which act on behalf of consumers The volume is fortunate in drawing upon a number of scholars who are about to publish major works on the subject but who are happy to provide summary versions of their work for the volume The book pays particular attention to specific moments in consumer mobilization and expertise capturing the range of types of expert consumers across the twentieth century from ethical consumer groups at the beginning to intellectuals housewives economists and public officials It addresses questions on the nature of consumer organizing which bodies can speak for consumers whether one consumer voice can ever be identified and the relationship between consumption and citizenship Overview pieces demonstrate the larger narratives involved in the study of the expert consumer whilst more comparative essays set out the nature of transatlantic exchanges Other contributions point to the similarities across seemingly different consumption regimes while case studies of specific organisations and key historical moments draw out the particularities of consumer **The Soul's Economy** Jeffrey Sklansky, 2003-10-16 Tracing a seismic shift in American social thought Jeffrey expertise Sklansky offers a new synthesis of the intellectual transformation entailed in the rise of industrial capitalism For a century after Independence the dominant American understanding of selfhood and society came from the tradition of political economy which defined freedom and equality in terms of ownership of the means of self employment However the gradual demise of the household economy rendered proprietary independence an increasingly embattled ideal Large landowners and industrialists claimed the right to rule as a privilege of their growing monopoly over productive resources while dispossessed farmers and workers charged that a propertyless populace was incompatible with true liberty and democracy Amid the widening class divide nineteenth century social theorists devised a new science of American society that came to be called social psychology The change Sklansky charts begins among Romantic writers such as Ralph Waldo Emerson and Margaret Fuller continues through the polemics of political economists such as Henry George and William Graham Sumner and culminates with the pioneers of modern American psychology and sociology such as William James and Charles Horton Cooley Together these writers reconceived freedom in terms of psychic self expression instead of economic self interest and they redefined democracy in terms of cultural kinship rather than social compact Servants of Wealth John Ehrenberg, 2006 For 25 years now the Right has been successfully using the rhetoric of freedom and democracy to build support for the politics of wealth and privilege It has traveled a long way from earlier appearances as the marginalized defender of an idle and backward looking upper crust and the patriotic champion of an aggrieved and ignored minority The Right has dominated national politics because it has taken advantage of opportunity with patient organizing and close

attention to a distinct set of core ideas As the Right rose to power it constructed a formidable mass base built an impressive set of institutions and developed a coherent ideology that was not afraid to address American politics Everything that the Right has to say about world affairs authority race morality the state and the economy though has served a single core project Above all else the Right has sought to eliminate social equality as a legitimate aim of public policy Its success in doing so has facilitated one of the most dramatic undemocratic and dangerous transfers of wealth and power in recent American history In this bold new book political scientist John Ehrenberg critically analyzes the rise of an ideologically coherent Right He dissects their themes of military weakness moral decay racial anxiety and hostility to social welfare to reveal their central organizing objective of protecting wealth and assaulting equality undemocratic and dangerous transfers of wealth and power in recent American history In this bold new book political scientist John Ehrenberg critically analyzes the rise of an ideologically coherent Right He dissects their themes of military weakness moral decay racial anxiety and hostility to social welfare to reveal their central organizing objective of protecting wealth and assaulting equality undemocratic and dangerous transfers of wealth and power in recent American history In this bold new book political scientist John Ehrenberg critically analyzes the rise of an ideologically coherent Right He dissects their themes of military weakness moral decay racial anxiety and hostility to social welfare to reveal their central organizing objective of protecting wealth and assaulting equality undemocratic and dangerous transfers of wealth and power in recent American history In this bold new book political scientist John Ehrenberg critically analyzes the rise of an ideologically coherent Right He dissects their themes of military weakness moral decay racial anxiety and hostility to social welfare to reveal their central organizing objective of protecting wealth and assaulting equality Consumer Engineering, 1920s-1970s Jan Logemann, Gary Cross, Ingo Köhler.2019-05-29 In the middle of the twentieth century a new class of marketing expert emerged beyond the familiar ad men of Madison Avenue Working as commercial designers consumer psychologists sales managers and market researchers these professionals were self defined consumer engineers and their rise heralded a new era of marketing To what extent did these efforts to engineer consumers shape consumption practices And to what extent was the phenomenon itself a product of broader social and cultural forces This collection considers consumer engineering in the context of the longer history of transatlantic marketing Contributors offer case studies on the roles of individual consumer engineers on both sides of the Atlantic the impact of such marketing practices on European economies during World War II and after and the conflicted relationship between consumer activists and the ideas of consumer engineering By connecting consumer engineering to a web of social processes in the twentiethcentury this volume contributes to a reassessment of consumer history more broadly

**Identifying Consumption** Robert G. Dunn,2008-06-15 Identifying Consumption illustrates how an individual s buying habits are shaped by the dynamics of the consumer marketplace and thus how consumption and identity inform each other Robert Dunn brings together the various theories of spending and develops a mode of analysis concentrating on the

individual subjectivity of consumption By doing so he addresses how we spend and its relationship with status and lifestyle Dunn provides a comprehensive guide to the study of modern consumer behavior before summarizing and critiquing the major theories of consumption At this juncture he proposes a method of analysis that focuses on the significance of status and lifestyle in social relations that can help explain how the consumer marketplace is shaped He concludes by raising issues about different ways of consuming and the relationship between consumption and identity Signs in America's Auto Age John A. Jakle, John A. & Keith A. Jakle & Sculle, Keith A. Sculle, 2006-08-22 Signs orient inform persuade and regulate They help give meaning to our natural and human built environment to landscape and place In Signs in America's Auto Age cultural geographer John Jakle and historian Keith Sculle explore the ways in which we take meaning from outdoor signs and assign meaning to our surroundings the ways we read landscape With an emphasis on how the use of signs changed as the nation's geography reorganized around the coming of the automobile Jakle and Sculle consider the vast array of signs that have evolved since the beginning of the twentieth century Handbook of Economics and Ethics Jan Peil, Irene van Staveren, 2009-01-01 This volume pulls together a remarkable collection of contributors designed to challenge the positive normative dichotomy in economic methodology. The intent of this publication is to provide a reference manual for those seeking insights into the connections between economics and ethics It succeeds in that goal and should become a starting point for anyone who believes that mainstream economics needs methodological reorientation Anyone interested in ethics and economic methodology would do well to have this reference book handy Highly recommended J Halteman Choice This new Handbook of Economics and Ethics makes a substantial contribution as a wide ranging up to date reference work including original developments on these two fundamentally interconnected fields This contribution is particularly timely given the increasing attention being paid to economics as a moral science The Handbook contains seventy five expert entries on subjects ranging from the history of economics and philosophy to conceptual analysis of ethics in various aspects of modern economics while representing a diversity of views Sheila Dow University of Stirling UK The Handbook of Economics and Ethics portrays an understanding of economic methodology in which facts and values though distinct are closely interconnected in a variety of ways From theory building to data collection and from modelling to policy evaluation this encyclopaedic Handbook is at the intersection of economics and ethics Irene van Staveren and Jan Peil bring together 75 unique and original papers to provide up to date insights on topics such as markets globalization human development rationality efficiency and corporate social responsibility The book presents contributions from an array of international scholars using methodological and theoretical approaches and convincingly demonstrates the death of the positive normative dichotomy that so long held economics in its grip This invaluable resource will strongly appeal to students of economics and economic methodology philosophy of science and ethics It will also be of great benefit to academics and policy makers involved in economic policies and ethics **Engineered to Sell** Jan L. Logemann, 2019-11-20 The mid twentieth century

marketing world influenced nearly every aspect of American culture music literature politics economics consumerism race relations gender and more In Engineered to Sell Jan L Logemann traces the transnational careers of consumer engineers in advertising market research and commercial design who transformed capitalism from the 1930s through the 1960s He argues that the history of marketing consumer goods is not a story of American exceptionalism Instead the careers of immigrants point to the limits of the Americanization paradigm Logemann explains the rise of a dynamic world of goods and examines how and why consumer engineering was shaped by transatlantic exchanges From Austrian psychologists and little known social scientists to the illustrious Bauhaus artists the emigr's at the center of this story illustrate the vibrant cultural and commercial connections between metropolitan centers Vienna and New York Paris and Chicago Berlin and San Francisco By focusing on the transnational lives of emigr consumer researchers marketers and designers Engineered to Sell details the processes of cultural translation and adaptation that mark both the midcentury transformation of American marketing and the subsequent European shift to American consumer capitalism Visual Merchandising Louisa Iarocci, 2017-07-05 Situated at the crossroads of visual culture and consumerism this essay collection examines visual merchandising as both a business and an art It seeks to challenge that scholarly ambivalence that often celebrates the spectacle but denies the agenda of consumerism The volume considers strategies in the imaging of selling from the mid nineteenth century to the present in terms of the visual interaction that occurs between the commodity and the consumer and between body and space Under the categories of Promotion Product and Place contributors to the volume examine the strategies in the presentation of retail goods and environments that range from print advertising to product design to store display and architecture Visual Merchandising The Image of Selling is located directly at the nexus of business practice and cultural myth where the spectator never loses sight of their status as buyer and the object of desire is always still a commodity Adulthood and the Night-Time Economy O. Smith, 2014-07-22 This book examines the experiences of those dedicated drinkers at the forefront of the new night time leisure industries that revolutionized the way we think about our city centres Smith uses the night time leisure economy as a lens through which to view the relationship between global consumer capital and the erosion of traditional adulthood Consuming Modernity Cheryl Krasnick Warsh, Dan Malleck, 2013-08-23 Positioning consumer culture in Canada within a wider international context Consuming Modernity explores the roots of modern Western mass culture between 1919 and 1945 when the female worker student and homemaker relied on new products to raise their standards of living and separate themselves from oppressive traditional attitudes Mass produced consumer products promised to free up women to pursue other interests shaped by marketing campaigns advertisements films and radio shows Concerns over fashion personal hygiene body image and health reflected these new expectations This volume is a fascinating look at how the forces of consumerism defined and redefined a generation

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#### An Allconsuming Century Why Commercialism Won In Modern Introduction

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