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Soggetti	Free enterprise - Germany (West) - History - 20th century Free enterprise - History - 20th century - Germany (West) Business & Economics Economic History Germany (West) Politics and government Germany (West) Economic policy 1945-1990 Germany (West) Economic conditions 1945-1990 Germany (West) Social policy History 20th century
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Nota di bibliografia	Includes bibliographical references (p. [262]-276) and index.
Nota di contenuto	Origins of the social market economy and the currency reform of 1948 -- Market or planned? the 1949 Bundestag election -- The Korean crisis, the social market economy, and public opinion -- Public relations for the social market economy : die Waage -- Creating a CDU/CSU public relations machine : the 1953 Bundestag election -- The triumph of the economic miracle : the CDU/CSU and the 1957 Bundestag election.
Sommario/riassunto	Through an examination of election campaign propaganda and various public relations campaigns, reflecting new electioneering techniques borrowed from the United States, this work explores how conservative political and economic groups sought to construct and sell a political meaning of the Social Market Economy and the Economic Miracle in West Germany during the 1950s. The political meaning of economics

contributed to conservative electoral success, constructed a new belief in the free market economy within West German society, and provided legitimacy and political stability for the new Federal Republic of Germany.

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