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Titolo	Consuming Germany and the Cold War [[electronic resource] /] / edited by David F. Crew
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Descrizione fisica	1 online resource (222 p.)
Collana	Leisure, consumption, and culture
Altri autori (Persone)	CrewDavid F. <1946->
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Soggetti	Consumption (Economics) - Germany (East) Consumption (Economics) - Germany (West) Consumer behavior - Germany (East) Consumer behavior - Germany (West) Electronic books.
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Consuming Germany in the Cold War : consumption and national identity in East and West Germany, 1949-1989, an introduction / David F. Crew -- "A world in miniature" : the Leipzig Trade Fairs in the 1950s and East German consumer citizenship / Katharine Pence -- On the seam between socialism and capitalism : East German fashion shows / Judd Stitzel -- The order of substitutes : plastic consumer goods in the Volkswirtschaft and everyday domestic life in the GDR / Eli Rubin -- Born again in the gospel of refreshment? : Coca-colonization and the re-making of postwar German identity / Jeff R. Schutts -- Miracles for sale : consumer displays and advertising in postwar West Germany / S. Jonathan Wiesen -- Drugs, consumption and internationalization in Hamburg, 1960-1968 / Robert P. Stephens.
Sommario/riassunto	Sitting in the ruins of the Third Reich, most Germans wanted to know which of the two post-war German states would erase the material traces of their wartime suffering most quickly and most thoroughly. Consumption and the quality of everyday life quickly became important battlefields upon which the East-West conflict would be fought. This

book focuses on the competing types of consumer societies that developed over time in the two Germanies and the legacy each left. Consuming Germany in the Cold War assesses why East Germany increasingly fell behind in this competition and how the failure...
