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Nota di contenuto	Introduction 1. Between Failure and Success: The Economics and Politics of Consumption under Brezhnev 2. Redefining the Norms of Socialist Consumption 3. Shopping as a Way of Life: The Experiences and Values of Soviet Consumers 4. Structures of Consumption: Class and Generation 5. From 'Modest' to 'Modish': New Attitudes to Clothes and Fashion 6. Closing the Door on Socialism: Furniture and the Domestic Interior 7. Household Technology in the Brezhnev-era Home Conclusion
Sommario/riassunto	This title tells the story of the late Soviet consumer revolution. It analyses the politics and economics of the state's efforts to improve living standards, and shows how mass consumption was often used as an instrument of legitimacy, ideology and modernisation.