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Autore	Nolan Mary <1947->
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Sommario/riassunto

This is a fascinating new overview of European-American relations during the long twentieth century. Ranging from economics, culture and consumption to war, politics and diplomacy, Mary Nolan charts the rise of American influence in Eastern and Western Europe, its mid-twentieth century triumph and its gradual erosion since the 1970s. She reconstructs the circuits of exchange along which ideas, commodities, economic models, cultural products and people moved across the Atlantic, capturing the differing versions of modernity that emerged on both sides of the Atlantic and examining how these alternately produced co-operation, conflict and ambivalence toward the other. Attributing the rise and demise of American influence in Europe not only to economics but equally to wars, the book locates the roots of many transatlantic disagreements in very different experiences and memories of war. This is an unprecedented account of the American Century in Europe that recovers its full richness and complexity.
