

1. Record Nr.	UNINA9910455094403321
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Titolo	Dictatorship and demand [[electronic resource]] : the politics of consumerism in East Germany / / Mark Landsman
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, 2005
ISBN	0-674-03992-0
Descrizione fisica	xii, 296 p
Collana	Harvard historical studies ; ; 147
Classificazione	NQ 7010
Disciplina	339.470943109045
Soggetti	Consumption (Economics) - Germany (East) Socialism - Germany (East) Electronic books. Germany (East) Economic conditions Germany (East) Politics and government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 223-287) and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Abbreviations -- Introduction -- CHAPTER 1. Production and Consumption: Establishing Priorities -- CHAPTER 2. The Contest Begins: The Currency Reform, the Berlin Blockade, and the Introduction of the HO -- CHAPTER 3. The Planned and the Unplanned: Consumer Supply and Provisioning Crisis -- CHAPTER 4. The Rise, Decline, and Afterlife of the New Course -- CHAPTER 5. Demand Research and the Relations between Trade and Industry -- CHAPTER 6. Crisis Revisited: The Main Economic Task and the Building of the Berlin Wall -- Epilogue -- Notes -- Index
Sommario/riassunto	An investigation into the politics of consumerism in East Germany during the years between the Berlin Blockade of 1948-49 and the building of the Berlin Wall in 1961, Dictatorship and Demand shows how the issue of consumption constituted a crucial battleground in the larger Cold War struggle.