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Nota di contenuto	Cover; CONTENTS; LIST OF ILLUSTRATIONS; ACKNOWLEDGMENTS; Prologue / An Allegory of California; PART ONE: FABRICATING EDEN; Introduction; 1 / Manifesting the Garden; 2 / A Cornucopia of Invention; 3 / Pulp Fiction: The Sunkist Campaign; PART TWO: WORK IN THE GARDEN; Introduction; 4 / The Fruits of Labor; 5 / "The Finished Products of Their Environment"; PART THREE: RECLAIMING EDEN; Introduction; 6 / A Jungle of Representation: The EPIC Campaign versus Sunkist; 7 / A Record of Eden's Erosion; 8 / "A Profit Cannot Be Taken from an Orange": Steinbeck's Case for Environmental Justice Epilogue / By Their Fruits Ye Shall Know Them NOTES; SELECT BIBLIOGRAPHY; INDEX;
Sommario/riassunto	This innovative history of California opens up new vistas on the interrelationship among culture, nature, and society by focusing on the state's signature export-the orange. From the 1870's onward, California oranges were packaged in crates bearing colorful images of an Edenic landscape. This book demystifies those lush images, revealing the orange as a manufactured product of the state's orange industry. Orange Empire brings together for the first time the full story of the orange industry-how growers, scientists, and workers

transformed the natural and social landscape of California,

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