

1. Record Nr.	UNINA9910524701203321
Autore	Blaszczyk Regina Lee
Titolo	Imagining Consumers : Design and Innovation from Wedgwood to Corning / / Regina Lee Blaszczyk
Pubbl/distr/stampa	Johns Hopkins University Press
ISBN	0-8018-6193-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (1 online resource (xiii, 380 pages :) : illustrations, plates)
Collana	Studies in industry and society
Disciplina	338.4/7/666/68
Soggetti	Consumers' preferences - Great Britain - History Consumers' preferences - United States - History Glassware industry - Great Britain - History Glassware industry - United States - History Ceramic tableware industry - Great Britain - History Ceramic tableware industry - United States - History History Electronic books. United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Open access edition supported by the National Endowment for the Humanities / Andrew W. Mellon Foundation Humanities Open Book Program. The text of this book is licensed under a Creative Commons Attribution-NonCommercial-No Derivatives 4.0 International License Originally published as Johns Hopkins Press in 2000
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cinderella Stories -- China Mania -- Beauty for a Dime -- Fiesta! -- Better Products for Better Homes -- Pyrex Pioneers -- Easier Living? -- Essay on Sources.
Sommario/riassunto	In contrast, companies that tried to stimulate desire, reshape taste, and encourage profligate spending by using the tools of persuasion - mass advertising, extravagant styling, and installment selling - found their efforts thwarted, for consumers refused to buy products that they did not really want."--Jacket. "Imagining Consumers is the first book to tell the story of American

consumer society from the perspective of mass-market manufacturers and retailers. It relates the trials and tribulations of china and glassware producers in their contest for the hearts of working- and middle-class women, who by the 1920s made up more than 80 percent of those buying mass-manufactured goods. Following a model pioneered by Josiah Wedgwood during Great Britain's eighteenth-century industrial revolution, successful American manufacturers closely collaborated with retailers to sort out consumer priorities and tailored their products accordingly.
