

1. Record Nr.	UNINA9910779744203321
Autore	Chernyshova Natalya
Titolo	Soviet consumer culture in the Brezhnev era / / Natalya Chernyshova
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	0-203-36202-0 1-135-04627-1
Descrizione fisica	1 online resource (xviii, 259 pages ) : illustrations (black and white)
Collana	BASEES/Routledge series on Russian and East European Studies ; ; 90
Disciplina	306.30947/09047
Soggetti	Consumers - Soviet Union - History Consumption (Economics) - Soviet Union Consumption (Economics) - Political aspects - Soviet Union Cost and standard of living - Soviet Union Soviet Union Economic conditions 1965-1975 Soviet Union Economic conditions 1975-1985
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 and index.
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.