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Nota di contenuto	Foreword / Victoria de Grazia -- Introduction / Pamela E. Swett, Jonathan S. Wisen, Jonathan R. Zatlin -- Marketing, modernity, and "the German people's soul" : advertising and its enemies in late imperial Germany, 1896-1914 / Kevin Repp -- Visions of prosperity : the Americanization of advertising in interwar Germany / Corey Ross -- Branding Germany : Hans Domizlaff's Markentechnik and its ideological impact / Holm Friebe -- "Planting a forest tall and straight like the German Volk" : visualizing the Volksgemeinschaft through advertising in German forestry journals, 1933-1945 / Michael Imort -- Selling the "racial community" : Kraft durch Freude and consumption in the Third Reich / Shelley Baranowski -- "Die erfrischende pause" : marketing Coca-Cola in Hitler's Germany / Jeff Schutts -- Lufthansa welcomes you : air transport and tourism in the Adenauer era / Guillaume de Syon -- "The history of morals in the Federal Republic" : advertising, PR, and the Beate Uhse myth / Elizabeth Heineman -- "Wowman! the world's most famous drug-dog" : advertising, the state, and the paradox of

consumerism in the federal republic / Robert P. Stephens -- "True advertising means promoting a good thing through a good form" : advertising in the German democratic republic / Anne Kaminsky -- Promoting socialist cities and citizens : east Germany's national building program / Greg Castillo -- "Serve yourself!" : the history and theory of self-service in west and east Germany / Rainer Gries.

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**Sommario/riassunto**

A historical study of modern German advertising, from the Imperial period through the 1970s, that explores mass consumption in modern society and the relationship between business mentalities, artistic creation, consumer behavior, and ideology.

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