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Nota di bibliografia	Includes bibliographical references (p. 327-356) and index.
Nota di contenuto	Introduction : legacy of the postwar commercial fallout -- Weapons of mass disorder : impediments to mobilization -- Weapons of mass persuasion : mobilization through symbol management -- Positioning machine age heroes and wartime types -- Glimpses into a "better America" -- Home front war : the campaign to save the American way -- Hygienic solutions for the "house of tomorrow" -- Postwar progress : myth or reality? -- Wartime skeptics and the "world of tomorrow" -- What did happen to the dreamworld? realities of the postwar commercial fallout -- The cold war's commercial fallout -- Afterword : the "better America" today.