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Altri autori (Persone)	ReuveniGideon RoemerNils H
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Nota di contenuto	Introduction : longing, belonging and the making of Jewish consumer culture / Nils Roemer and Gideon Reuveni -- Jewish consumer culture in historical and contemporary perspective / David Biale -- German-Jewish spatial cultures : consuming and refashioning Jewish belonging in Berlin, 1890-1910 / Sarah E Wobick-Segev -- Jewish identity, mass consumption, and modern design / Elana Shapira -- Longing and belonging : French impressionism and Jewish art patronage / Veronica Grodzinski -- Advertising, Jewish ethnic marketing and consumer ambivalence in Weimar Germany / Gideon Reuveni -- Jews as consumers and providers in provincial towns : the example of Linz and Salzburg, 1900-1938 / Michael John -- How to cook in Palestine : Kurfurstendamm meets Rehov Ben Jehuda / Joachim Schlor -- Toyre

fun skhoyre, or, i shop, therefore i am : the consumer cultures of American Jews / Jeffrey Shandler -- Consuming identities : German-Jewish performativity after the Shoah / David Brenner.

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Sommario/riassunto

Jewish history has been extensively studied from social, political, religious, and intellectual perspectives, but the history of Jewish consumption and leisure has largely been ignored. The hitherto neglect of scholarship on Jewish consumer culture arises from the tendency within Jewish studies to chronicle the production of high culture and entrepreneurship. Yet consumerism played a central role in Jewish life. This volume is the first of its kind to deal with the topic of Jewish consumer culture. It gives new insights on Jewish belongings and longings and provides multiple readings of Jewish consumer culture as a vehicle of integration and identity in modern times. Overall Reuveni and Roemer offer a rich volume that will provoke thought and discussion in a variety of venues. It is an important work and I look forward to reading more from the contributing authors. Jeffrey Podoshen, Franklin andamp; Marshall College

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