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Titolo	Creating Mexican consumer culture in the age of Porfirio Diaz [[electronic resource] /] / Steven B. Bunker
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ISBN	1-283-83545-2 0-8263-4456-9
Descrizione fisica	1 online resource (349 p.)
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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Personalized progress: the production and marketing of the machine-rolled cigarette -- Selling in the city: the growth of popular advertising -- Capital investments: Porfirian department stores and the evolution of Mexico City retailing -- Modernizing capital: constant innovation and the expression of progress -- An all-consuming passion: desire, department stores, and the modernization of crime -- Hot diamonds, cold steel: the La Profesa Jewelry Store robbery -- Conclusion.
Sommario/riassunto	"This study shows how goods and consumption embodied modernity in the time of Porfirio Diaz. Through case studies of tobacco marketing, department stores, advertising, shoplifting, and a famous jewelry robbery and homicide, he provides a tour of daily life in Porfirian Mexico City, overturning conventional wisdom that only the middle and upper classes participated in this culture"--Provided by publisher.