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Nota di contenuto	Front matter -- CONTENTS -- Acknowledgments -- Introduction -- 1. "Linking the Past with the Future Origins of the Postwar White Wedding" -- 2. "The Same Thing That Happens to All Brides" -- 3. "Getting Married Should Be Fun" -- 4. "Lots of Young People Today Are Doing This" -- 5. "It Matters Not Who We Love, Only That We Love" -- Conclusion -- Notes -- Bibliography -- Index -- About the Author
Sommario/riassunto	In As Long as We Both Shall Love, Karen M. Dunak provides a nuanced history of the American wedding and its celebrants. Blending an analysis of film, fiction, advertising, and prescriptive literature with personal views from letters, diaries, essays, and oral histories, Dunak demonstrates the ways in which the modern wedding epitomizes a diverse and consumerist culture and aims to reveal an ongoing debate about the power of peer culture, media, and the marketplace in America.