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Collana	The cultural history of television
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Introduction: A Mad Age; Part I: Mad Men as America; 1 Who Is Don Draper?; 2 Mad Men and the American Dream; 3 Mad Men, Bad Men: American Vices; Part II: Mad Men and Culture; 4 A Mad Men Reading List; 5 The Music of Mad Men: Satisfaction Not Guaranteed; 6 Mad Men and the Movies; 7 The Science Fiction of Mad Men; Part III: Mad Men and History; 8 Mad Men and Nostalgia; 9 Mad Men vs. the Youth Counterculture of the 1960s; 10 Mad Men Goes West: California Dreamin'; Part IV: Mad Women; 11 Joan: The Feminine Ideal?; 12 Peggy: Creating the Modern Woman 13 Betty: Diary of a Mad Housewife Conclusion; The Episodes: An Opinionated Compendium; Bibliography; Index; About the Authors
Sommario/riassunto	Mad Men: The Cultural History brings to life the cultural importance of the television show as it engages with ideas central to the American experience, from the evolution of gender roles to family dynamics and workplace relationships. This book demonstrates how viewers use quality television to define and redefine themselves and their lives today via their engagement with the past.