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Collana	Critical studies in television
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- From midcentury housewives to Martha Stewart: women and products as a staple in U.S. television -- Zeitgeist and camp at Bravo TV -- The entrepreneurial housewife: Jill Zarin and Alex McCord's branded versions of the domestic goddess -- The curious presence of the upper class in reality tv: Countess Luann De Lesseps and Sonja Tremont Morgan -- Embodying neoliberalism: Bethenny Frankel's Skinnygirl empire -- Conclusion.
Sommario/riassunto	This book examines product placement and brand integration in U.S. television. Using examples from 1950s television sponsorship to The Real Housewives, Bjelskou illustrates how the commercialization of TV programing affects both formats and narratives and how these genres are in conversation with contemporary political and social environments.