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Nota di contenuto	Introduction. All things Italian: Italian American consumers, the transnational formation of taste, and the commodification of difference / Simone Cinotto -- Part I. Immigrants encounter and remake U.S. consumer society: The shaping of Italian American identities through commodities and commercial leisure, 1900-1930. Visibly fashionable: the changing role of clothes in the everyday life of Italian American immigrant women / Vittoria Caterina Caratozzolo -- Making space for domesticity: household goods in working-class Italian American homes, 1900-1940 / Maddalena Tirabassi -- In Italy everyone enjoys it-why not in America? Italian Americans and consumption in transnational perspective during the early Twentieth Century / Elizabeth Zanoni -- Sovereign consumption: Italian Americans' transnational film culture in 1920's New York City / Giorgio Bertellini -- Consuming La Bella Figura: Charles Atlas and American masculinity, 1910-1940 / Dominique Padurano -- Radical visions and consumption:

culture and leisure among the early Twentieth-Century Italian American left / Marcella Bencivenni -- Part II. The politics and style of Italian American consumerism, 1930-1980. Italian Americans, the New Deal state, and the making of citizen consumers / Stefano Luconi -- Italian Americans, consumerism, and the Cold War in transnational perspective / Danielle Battisti -- Italian Doo-Wop: sense of place, politics of style, and racial crossovers in postwar New York City / Simone Cinotto -- Consuming Italian Americans: invoking ethnicity in the buying and selling of Guido / Donald Tricarico -- Part III. Consuming Italian American identities in the multicultural age, 1980 to the present. The double life of the Italian suit: Italian Americans and the "Made in Italy" label / Courtney Ritter -- Sideline shtick: The Italian American basketball coach and consumable images of racial and ethnic masculinity / John Gennari -- The immigrant enclave as theme park: culture, capital, and urban change in New York's Little Italies / Ervin Kosta -- We are family: ethnic food marketing and the consumption of authenticity in Italian-themed chain restaurants / Fabio Parasecoli.

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Sommario/riassunto

"How do immigrants and their children forge their identities in a new land--and how does the ethnic culture they create thrive in the larger society? Making Italian America brings together new scholarship on the cultural history of consumption, immigration, and ethnic marketing to explore these questions by focusing on the case of an ethnic group whose material culture and lifestyles have been central to American life: Italian Americans."--Publisher's website.

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