

1. Record Nr.	UNINA9910822044203321
Autore	Henthorn Cynthia Lee <1963->
Titolo	From submarines to suburbs [[electronic resource]] : selling a better America, 1939-1959 // Cynthia Lee Henthorn
Pubbl/distr/stampa	Athens, Ohio, : Ohio University Press, c2006
ISBN	0-8214-4205-8
Descrizione fisica	1 online resource (384 p.)
Disciplina	381.0973/09044
Soggetti	Marketing - United States - History - 20th century Advertising - United States - History - 20th century Consumer behavior - United States - History - 20th century United States Social conditions 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 327-356) and index.
Nota di contenuto	Introduction : legacy of the postwar commercial fallout -- Weapons of mass disorder : impediments to mobilization -- Weapons of mass persuasion : mobilization through symbol management -- Positioning machine age heroes and wartime types -- Glimpses into a "better America" -- Home front war : the campaign to save the American way -- Hygienic solutions for the "house of tomorrow" -- Postwar progress : myth or reality? -- Wartime skeptics and the "world of tomorrow" -- What did happen to the dreamworld? realities of the postwar commercial fallout -- The cold war's commercial fallout -- Afterword : the "better America" today.