

1. Record Nr.	UNINA9910824374903321
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Titolo	The eclipse of 'elegant economy' : the impact of the Second World War on attitudes to personal finance in Britain // Martin Cohen
Pubbl/distr/stampa	Farnham, Surrey ; ; Burlington, Vt., : Ashgate Pub., 2012
ISBN	1-317-03472-4 1-315-61587-8 1-317-03471-6 1-283-48007-7 9786613480071 1-4094-3973-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (263 p.)
Collana	Modern economic and social history series
Disciplina	330.941/0855
Soggetti	Finance, Personal - Great Britain - History World War, 1939-1945 Consumption (Economics) - Great Britain Great Britain Economic conditions 1945-1964
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Fleeting crescent (1918 to 1939 and before) -- Petrified "capitalists" (the Second World War) -- Short dawn (1945 to 1947) -- First quartile (1948 to 1951) -- Dividend-seeking "socialists" (the co-operative movement) -- Spreading shadow (1951 to 1957) -- Total eclipse and its corona (1957 and beyond).
Sommario/riassunto	With concepts of 'austerity' very much in the news, this book takes a fresh look at attitudes to consumption, consumerism and personal finance in Britain during the middle decades of the twentieth century. It argues that the pre-War fear of debt and social disdain for conspicuous consumption was replaced during the 1940's and 1950's by widespread acceptance of a consumer society. As the financial woes of the 21st century force a reassessment of the sustainability of a consumer-based society, this book provides a timely reminder of how attitudes to personal finance are of greater significance to

