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Sommario/riassunto	The last five years have witnessed a surge in publications on Spanish cinema and Spanish cultural studies, but the subject of consumer culture in Spain has been neglected until now. The Mobile Nation: Espana cambia de piel (1954-1964) presents the first systematic treatment of this crucial period during Spain's transition to modernity and highlights the forces that converged during this dramatic decade to change the face of Spain. Drawing from the methodologies of literature, film studies, cultural studies, feminist theory, and history, The Mobile Nation explores consumer culture in Spanish me

