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Nota di bibliografia	Includes bibliographical references (p. [261]-275) and index.
Nota di contenuto	Consumerism, the Cold War, and globalization -- Rationed pleasure : leisure before and after the war -- Fellow travelers : the rise of tourism in U.S. foreign policy -- Radiance or colonization? : French divisions over American tourism -- Making France safe for middle-class Americans -- French hotel industry -- Pleasure with a purpose : the struggle to create an Atlantic community -- The ugly American : the travel boom and the debate over mass culture -- The rude French : modernity and hospitality in De Gaulle's France -- The dollar challenge : the persistence of consumerism in the 1960s.
Sommario/riassunto	Christopher Endy approaches the Cold War-era relationship between France and the United States from the original perspective of tourism. Focusing on American travel in France after World War II, Cold War Holidays shows how both the U.S. and French governments actively cultivated and shaped leisure travel to advance their foreign policy agendas.