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Titolo	Armed with abundance : consumerism and soldiering in the Vietnam War / / Meredith H. Lair
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Soggetti	Soldiers - United States - Social life and customs - 20th century Lifestyles - United States - History - 20th century Consumption (Economics) - Social aspects - United States - History - 20th century Vietnam War, 1961-1975 - Social aspects United States Moral conditions History 20th century
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A war refined : reframing the narrative of the Vietnam War -- Same side, different wars: grunts and REMFs in Vietnam -- This place just isn't John Wayne: U.S. military bases in Vietnam -- Total war on boredom: the U.S. military's recreation program in Vietnam -- The things they bought: G.I. consumerism in Vietnam -- War zone wonderland: the strange world of "the Nam" -- From Vietnam to Iraq: reimagining the American way of war.
Sommario/riassunto	Popular representations of the Vietnam War tend to emphasize violence, deprivation, and trauma. By contrast, in Armed with Abundance, Meredith Lair focuses on the noncombat experiences of U. S. soldiers in Vietnam, redrawing the landscape of the war so that swimming pools, ice cream, visits from celebrities, and other ""comforts"" share the frame with combat.To address a tenuous morale situation, military authorities, Lair reveals, wielded abundance to insulate soldiers--and, by extension, the American public--from

boredom and deprivation, making the project of war perhaps easier
