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Sommario/riassunto	The spectacular development of early consumer society in Britain, France and the United States had a profound impact on constructions of femininity and masculinity, and commercial and cultural values in the late nineteenth and early twentieth centuries. Focusing on novels by Theodore Dreiser, George Gissing and Emile Zola, Just Looking, first published in 1985, addresses itself to a central paradox of the period: the perceived antithesis of the terms ""commerce"" and ""culture"" which emerged at a time which saw the actual drawing together of commercial and cultural practices.<

