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Collana	Modern economic and social history series
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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

