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| Titolo                  | From submarines to suburbs : selling a better America, 1939-1959 // Cynthia Lee Henthorn  |
| Pubbl/distr/stampa      | Athens, Ohio, : Ohio University Press, c2006  |
| ISBN                    | 0-8214-4205-8   |
| Edizione                | [1st ed.]   |
| Descrizione fisica      | 1 online resource (384 p.)  |
| Disciplina              | 381.0973/09044  |
| Soggetti                | Marketing - United States - History - 20th century<br>Advertising - United States - History - 20th century<br>Consumer behavior - United States - History - 20th century<br>United States Social conditions 20th century  |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Bibliographic Level Mode of Issuance: Monograph   |
| Nota di bibliografia    | Includes bibliographical references (p. 327-356) and index.   |
| Nota di contenuto       | Introduction : legacy of the postwar commercial fallout -- Weapons of mass disorder : impediments to mobilization -- Weapons of mass persuasion : mobilization through symbol management -- Positioning machine age heroes and wartime types -- Glimpses into a "better America" -- Home front war : the campaign to save the American way -- Hygienic solutions for the "house of tomorrow" -- Postwar progress : myth or reality? -- Wartime skeptics and the "world of tomorrow" -- What did happen to the dreamworld? realities of the postwar commercial fallout -- The cold war's commercial fallout -- Afterword : the "better America" today. |
| Sommario/riassunto      | Demonstrates that advertising and marketing strategies tying consumer prosperity to war were easily adapted in the Cold War era, this book looks at how prefabricated houses, high-tech kitchens, and miracle products, developed from war-related industries, were promoted as the hygienic solutions for a better America.  |