

1. Record Nr.	UNISA996247935603316
Autore	Nolan Mary <1944->
Titolo	Visions of modernity : American business and the modernization of Germany // Mary Nolan
Pubbl/distr/stampa	New York ; , : Oxford University Press, , 2023
ISBN	0-19-771769-1 0-19-987931-1 1-280-44103-8 0-19-802495-9 1-4237-3660-5 0-19-536143-1 1-60129-830-7
Descrizione fisica	1 online resource (337 p.)
Collana	Oxford scholarship online
Disciplina	338.943 943.085
Soggetti	Industrial management - Germany - History - 20th century Industrial management - United States - History - 20th century Industrial relations - Germany - History - 20th century Industrial relations - United States - History - 20th century Germany Economic policy 1918-1933 Germany Social policy United States Economic policy To 1933 United States Social policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 1994.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Abbreviations; 1. Introduction; 2. Journeys to America; 3. The Infatuation with Fordism; 4. American Economic Success and German Emulation; 5. Work, Workers, and the Workplace in America; 6. The Cultural Consequences of Americanism; 7. The Paradoxes of Productivism; 8. Winners and Losers; 9. Engineering the New Worker; 10. Housework Made Easy; Epilogue; Notes; Bibliographic Essay; Index
Sommario/riassunto	Explores the impact of the USA on the German imagination in the

critical interwar period of the 1920s, when the USA became Weimar Germany's model in a broad-based movement for economic reform and social modernization. The USA was seen as an intriguing vision for a new social order.

---