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Nota di contenuto	Introduction: the dialectic between advertising and activism -- Cultural critics in the age of radio -- The psychology of radio advertising: audience intellectuals and the resentment of radio commercials -- "Poisons, potions and profits": radio activists and the origins of the consumer movement -- Consumers on the march: CIO boycotts, active listeners, and 'consumer time' -- The consumer revolt of "Mr. Average Man": Boake Carter and the CIO boycott of Philco Radio -- Washboard weepers: women writers, women listeners, and the debate over soap operas -- "I won't buy you anything but love, baby": NBC, Donald Montgomery, and the postwar consumer revolt -- Conclusion: high-class hucksters: the rise and fall of a radio republic.