## Contents

List of Tables	xiii
List of Plates	XV
Plates to essays 4 and 12	
Part I. Introduction	
1. Perspectives for a History of Market Research, Consumer Movements, and the Political Public Sphere Kerstin Brückweh	3
Part II. Producing Knowledge about Citizens and Consumers: Market Research and Opinion Pollin	ıg
2. A Radical Past? The Politics of Market Research in Britain, 1900–1950 STEFAN SCHWARZKOPF	29
3. Between Opinion and Desire: Elle Magazine's Survey Research in 1950s France JUDITH G. COFFIN	51
4. Targeting and Educating Consumers in West Germany: Market Research by the Allensbach Institute up to the 1970s NORBERT GRUBE	75
Part III. Acting on One's Own Initiative: Consumer Movements	
5. Consumer Activism: Rights or Duties?  MATTHEW HILTON	99
6. Crosland's Consumer Politics LAWRENGE BLACK	117
7. Consumer Groups With or Without the State: The History of a Misunderstanding in France,	
1945–2006 Alain Chatriot	139

8.	German Co-ops in the Public Sphere, 1890–1968: A Plea for a Longer Perspective MICHAEL PRINZ	157
Par	rt IV. Communicating Knowledge: Market Research, Data Protection, and the Political	
9.	Consumers, Citizens, and Deviants: Differing Forms of Personal Identification in England since the Victorian Period EDWARD HIGGS	179
10.	Between Global and Local: The Invention of Data Privacy in the United States and France GUNNAR TRUMBULL	199
11.	Citizen-Consumers: Hyphenation, Identification, Depoliticization?  JOHN CLARKE	225
12.	Cultures of Products and Political Cultures: Looking for Transfer Performances RAINER GRIES	243
Par	rt V. Outlook: Citizens and Consumers in the Twentieth Century	
13.	Suggestions for Further Research HEINZ-GERHARD HAUPT	273
Note	es on Contributors	281
Inde	Index	