Contents

List of Figures Contributors Taking Stock and Forging Ahead: The Past and Future of Consumption History Hartmut Berghoff and Uwe Spiekermann		vii
		ix
		1
Par	t I Consumption History Today	
1	Consumption History in Europe: An Overview of Recent Trends Heinz-Gerhard Haupt	17
2	Research on the History of Consumption in the United States: An Overview Gary Cross	37
3	The Hidden Consumer: Consumption in the Economic History of Japan Penelope Francks	51
4	Consumption, Identities, and Agency in Africa: An Overview Hans Peter Hahn	69
Pari	t 11 Consumption and Historical Disciplines	
5	The Business of Consumer Culture History: Systems, Interactions, and Modernization Pamela Walker Laird	89
6	Affluence and Sustainability: Environmental History and the History of Consumption Frank Uekoetter	111

7 Consumption Politics and Politicized Consumption: Monarchy, Republic, and Dictatorship in Germany, 1900–1939 Hartmut Berghoff	125		
8 Consumption and Space: Inner-City Pedestrian Malls and the Consequences of Changing Consumer Geographies Jan Logemann	149		
9 Continental Europeans Respond to American Consumer Culture: Jürgen Habermas, Roland Barthes, and Umberto Eco Daniel Horowitz	171		
Part III Case Studies			
10 "God's Own Consumers": Billy Graham, Mass Evangelism, and Consumption in the United States during the 1950s Uta Andrea Balbier	195		
11 A Historical Herbal: Household Medicine and Herbal Commerce in a Developing Consumer Society Susan Strasser	211		
12 Science, Fruits, and Vegetables: A Case Study on the Interaction of Knowledge and Consumption in Nineteenth- and Twentieth-Century Germany *Uwe Spiekermann**	229		
13 An Ambivalent Embrace: Businessmen, Mass Consumption, and Visions of America in the Third Reich S. Jonathan Wiesen	249		
Index	267		