# Contents

## Acknowledgments vii

Introduction 3
SEBASTIAN VOIGT

## Section One: Ambiguities

- 1 Crisis or Opportunity? Amway and an Unfamiliar Story of Economic Growth in the 1970s 35

  JESSICA BURCH
- 2 Crisis? What Crisis? Mass Consumption in Great Britain in the 1970s and Early 1980s 56
   SINA FABIAN
- 3 Decent Work in the Home? Household Workers and the Crisis of Social Reproduction since the 1970s 78
  EILEEN BORIS

## Section Two: Adaptations

- 4 The Clandestine Crisis: Migrant Labour in an Age of Deindustrialization 103
  MICHAEL KOZAKOWSKI
- 5 Challenges of Computerization and Globalization:
   The Example of the Printing Unions, 1950s to 1980s 129
   KARSTEN UHL

6 Soft Skills in an Age of Crises: Continuing Training as an Economic Coping Strategy in West German Companies 153 FRANZISKA REHLINGHAUS

## Section Three: (Dis-)Continuities

- 7 Deindustrialization and the Globalization Discourse in France since 1980 189

  ANDREAS WIRSCHING
- 8 Look to the Future, Embrace Your Past: Regional Industrialization Policies and Their Aftermath 209
  BART HOOGEBOOM AND MARIIN MOLEMA
- 9 The End of Long-Established Certainties: The Transformation of Germany Inc. since the Late 1980s 237
   HARTMUT BERGHOFF

Contributors 267
Index 269