

Test and Protest: Influence of Consumers' Union

Silber, Norman Isaac

Note: This is not the actual book cover

Test And Protest The Influence Of Consumers Union

Stephen J. Whitfield



Test And Protest The Influence Of Consumers Union:

Test and Protest Norman Isaac Silber, 1983 Traces the tradition of consumer protest and examines the early history of Consumers Union which started as a working class oriented movement and soon evolved into the guiding light of an educated consumer elite Silber argues that in choosing scientific testing as a means of consumer reform the Consumers Union changed itself and the consumer movement more than it did American society He uses three case studies reform of automotive design discouragement of smoking and prevention of the contamination of food by radioactive fallout to demonstrate the use of scientific testing in social reform The Advertising Age Encyclopedia of Advertising John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert **Prosperity for All** Matthew Hilton, 2011-05-02 The history of consumerism is about much more than just shopping Ever since the eighteenth century citizen consumers have protested against the abuses of the market by boycotting products and promoting fair instead of free trade In recent decades consumer activism has responded to the challenges of affluence by helping to guide consumers through an increasingly complex and alien marketplace In doing so it has challenged the very meaning of consumer society and tackled some of the key economic social and political issues associated with the era of globalization In *Prosperity for All* the first international history of consumer activism Matthew Hilton shows that modern consumer advocacy reached the peak of its influence in the decades after World War II Growing out of the product testing activities of Consumer Reports and its international counterparts including Which in the United Kingdom Que Choisir in France and Test in Germany consumerism evolved into a truly global social movement Consumer unions NGOs and individual activists like Ralph Nader emerged in countries around the world including developing countries in Southeast Asia and Latin America concerned with creating a more equitable marketplace and articulating a politics of consumption that addressed the needs of both individuals and society as a whole Consumer activists achieved many victories from making cars safer to highlighting the dangers of using baby formula instead of breast milk in countries with no access to clean water The 1980s saw a reversal in the consumer movement's fortunes thanks in large part to the rise of an antiregulatory agenda both in the United States and internationally In the process the definition of consumerism changed focusing more on choice than on access As Hilton shows this change reflects more broadly on the dilemmas we all face as consumers Do we want more stuff and more prosperity for ourselves or do we want others less fortunate to be able to enjoy the same opportunities and standard of living that we do *Prosperity for All* makes

clear that by abandoning a more idealistic vision for consumer society we reduce consumers to little more than shoppers and we deny the vast majority of the world's population the fruits of affluence Consumer Society in American History Lawrence B. Glickman, 1999 This volume offers the most comprehensive and incisive exploration of American consumer history to date spanning the four centuries from the colonial era to the present The Expert Consumer Alain Chatriot, Marie-Emmanuelle Chessel, 2017-09-29 Recent work has focused on the politics of consumption and its manifestation in a number of situations This volume extends these debates providing a tighter focus and contributing to a noticeable gap in the field that numerous scholars are beginning to turn towards that is organizations of consumers themselves who have chosen to speak for all consumers and similar such bodies of experts which act on behalf of consumers The volume is fortunate in drawing upon a number of scholars who are about to publish major works on the subject but who are happy to provide summary versions of their work for the volume The book pays particular attention to specific moments in consumer mobilization and expertise capturing the range of types of expert consumers across the twentieth century from ethical consumer groups at the beginning to intellectuals housewives economists and public officials It addresses questions on the nature of consumer organizing which bodies can speak for consumers whether one consumer voice can ever be identified and the relationship between consumption and citizenship Overview pieces demonstrate the larger narratives involved in the study of the expert consumer whilst more comparative essays set out the nature of transatlantic exchanges Other contributions point to the similarities across seemingly different consumption regimes while case studies of specific organisations and key historical moments draw out the particularities of consumer expertise **Sold American** Charles F. McGovern, 2009-01-06 At the turn of the twentieth century an emerging consumer culture in the United States promoted constant spending to meet material needs and develop social identity and self cultivation In *Sold American* Charles F McGovern examines the key players active in shaping this cultural evolution advertisers and consumer advocates McGovern argues that even though these two professional groups invented radically different models for proper spending both groups propagated mass consumption as a specifically American social practice and an important element of nationality and citizenship Advertisers McGovern shows used nationalist ideals icons and political language to define consumption as the foundation of the pursuit of happiness Consumer advocates on the other hand viewed the market with a republican inspired skepticism and fought commercial incursions on consumer independence The result says McGovern was a redefinition of the citizen as consumer The articulation of an American Way of Life in the Depression and World War II ratified consumer abundance as the basis of a distinct American culture and history *Injury* Lochlann Jain, 2018-06-26 *Injury* offers the first sustained anthropological analysis and critique of American injury law The book approaches injury law as a symptom of a larger American injury culture rather than as a tool of social justice or as a form of regulation In doing so it offers a new understanding of the problematic role that law plays in constructing Americans relations with the objects they consume

Through lively historical analyses of consumer products and workplace objects ranging from cigarettes to cheeseburgers and computer keyboards to airbags Lochlann Jain lucidly illustrates the real limits of the product safety laws that seek to redress consumer and worker injury The book draws from a wide range of materials to demonstrate that American law sets out injury as an exceptional state one that can be redressed through imperfect systems of monetary compensation Injury demonstrates how laws are unable to accommodate the ways in which physical differences among citizens are imposed by the physical objects of culture that distribute risk differently among populations The book moves between detailed accounts of individual legal cases historical analyses of advertising product design regulation and legal history and a wide reading of cultural theory Drawing on an extensive knowledge of law and social theory this innovative book will be essential reading for anyone with an interest in design consumption and the politics of injury

Greening the Red, White, and Blue Thomas Jundt, 2014-03-12 Atomic weapons awakened humanity to the realization that it could annihilate the planet It was soon recognized that corporate capitalism might also destroy the earth This book explores how citizens unable to achieve adequate political solutions through a government aligned with big business turned to their actions as consumers to try to effect change

A Companion to 20th-Century America Stephen J. Whitfield, 2008-04-15 A Companion to 20th Century America is an authoritative survey of the most important topics and themes of twentieth century American history and historiography Contains 29 original essays by leading scholars each assessing the past and current state of American scholarship Includes thematic essays covering topics such as religion ethnicity conservatism foreign policy and the media as well as essays covering major time periods Identifies and discusses the most influential literature in the field and suggests new avenues of research as the century has drawn to a close

The Dialectic of Taste David Michalski, 2015-07-14 The Dialectic of Taste examines the aesthetic economy in the context of economic crises It explains how a new concern for aesthetics seen in artisan markets was born out of the ashes of McDonaldisation to become a potent force today capable of both regulating social identity and sparking social change

Embracing the Melody of Term: An Mental Symphony within **Test And Protest The Influence Of Consumers Union**

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