

Test and Protest: Influence of Consumers' Union

Silber, Norman Isaac

Test And Protest The Influence Of Consumers Union

Allan M. Winkler



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

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

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

Watchdogs and Whistleblowers Stephen Brobeck, Robert N. Mayer, 2015-07-20 This book is the most comprehensive and up to date source of information about ways in which consumer activism has reshaped the economic and political well being of citizens in the United States and around the world This all encompassing collection of information about consumer activism and the consumer movement will provide students public officials business groups and other activists with a one stop source of facts and insights The contributors explore hundreds of major consumer protections that have significantly enhanced the quality of life and safety for all Americans showing how these protections were won through the skillful and determined work of leading activists and activist organizations Many of the stories told here are related by the activists themselves often for the first time More than 140 entries offer a comprehensive treatment of the consumer activism of specific organizations their leaders and strategies The book also includes more than 40 entries about consumer movements in Europe Asia Africa and Latin America A timeline of key events and a listing of the most important books on the subject of consumer activism help provide context for the individual entries as do two introductory essays Cross references in each entry establish linkages among topics

[The SAGE Handbook of Organizational Institutionalism](#) Royston Greenwood, Christine Oliver, Roy Suddaby, Kerstin Sahlin-Andersson, 2008-03-18 Institutional theory lies at the heart of organizational theory yet until now no book has successfully taken stock of this important and wide ranging theoretical perspective With insight and clarity the editors of this handbook have collected and arranged papers so readers are provided with a map of the field and pointed in the direction of new and emerging themes The academics who have contributed to this handbook are respected internationally and represent a cross section of expert organization theorists sociologists and political scientists Chapters are a rich mix of theory how to

conduct institutional organizational analysis and empirical work The SAGE Handbook of Organizational Institutionalism will change how researchers teachers and advanced students think about organizational institutionalism **Commodifying**

Everything Susan Strasser,2013-12-16 Commodification refers most explicitly to the activities of turning things into commodities and of commercializing that which is not commercial in essence The mass marketing of pets the rise of the coffin industry the conversion of preacher into salesmen and the globalization of Taleggio cheese are some of the exciting but surprising topics in this volume that show how friendship death spirituality and artisanship all have a price after being commodified This unique collection of essays is a fascinating take on creating consumer products and consumer identities when what s for sale goes well beyond the thing itself It will be a course in a box for instructors who want to teach their students about commodification **Remaking the American Patient** Nancy Tomes,2016-01-06 In a work that spans the

twentieth century Nancy Tomes questions the popular and largely unexamined idea that in order to get good health care people must learn to shop for it Remaking the American Patient explores the consequences of the consumer economy and American medicine having come of age at exactly the same time Tracing the robust development of advertising marketing and public relations within the medical profession and the vast realm we now think of as health care Tomes considers what it means to be a good patient As she shows this history of the coevolution of medicine and consumer culture tells us much about our current predicament over health care in the United States Understanding where the shopping model came from why it was so long resisted in medicine and why it finally triumphed in the late twentieth century helps explain why despite striking changes that seem to empower patients so many Americans remain unhappy and confused about their status as patients today **Critiques of Capital in Modern Britain and America** M. Bevir,F. Trentmann,2002-10-28 This book is

an innovative collection of essays by a new generation of British and American historians and political theorists Moving beyond a conventional action reaction view of capitalism and its critics the volume explores how critical traditions and beliefs have helped to shape capitalism Chapters follow diverse critiques in Britain and America and explore their Atlantic and imperial exchanges The volume includes chapters on questions of law and property in the Victorian empire traditions of land reform in nineteenth century America and Britain the influence of American romanticism on British socialism the role of Britain in American progressivism American and British consumer protection the evolution of trusteeship and ideas of cosmopolitan democracy the third way and narratives of globalization The editors introduction offers a critical historiographical survey and by stepping beyond the dogmatic opposition between post modernists and empiricists provides a new research agenda for an integrated study of capitalism and its critics *Meat, Medicine and Human Health in the*

Twentieth Century Christian Bonah,2015-10-06 This collection of essays explores some of the complex relations between meat and health in the twentieth century It highlights a complicated array of contradictory attitudes towards meat and human health They show how meat came to be regarded as a central part of a modern healthy diet and trace critiques of

meat eating and the meat industry *Building a Housewife's Paradise* Tracey Deutsch, 2010-05-01 Supermarkets are a mundane feature in the landscape but as Tracey Deutsch reveals they represent a major transformation in the ways that Americans feed themselves In her examination of the history of food distribution in the United States Deutsch demonstrates the important roles that gender business class and the state played in the evolution of American grocery stores Deutsch's analysis reframes shopping as labor and embeds consumption in the structures of capitalism The supermarket that icon of postwar American life emerged not from straightforward consumer demand for low prices Deutsch argues but through government regulations women customers demands and retailers concerns with financial success and control of the shop floor From small neighborhood stores to huge corporate chains of supermarkets Deutsch traces the charged story of the origins of contemporary food distribution treating topics as varied as everyday food purchases the sales tax postwar celebrations and critiques of mass consumption and 1960s and 1970s urban insurrections Demonstrating connections between women's work and the history of capitalism Deutsch locates the origins of supermarkets in the politics of twentieth century consumption *Life Under a Cloud* Allan M. Winkler, 1999 Presents an account of the impact of the atomic bomb on American political and cultural life This title delineates how fears of nuclear disaster have become a part of our culture Tracing the debate over military and civilian uses of atomic power it reveals the irony anxiety and official insanity of the atomic age *Inquiring into Animal Enhancement* Simone Bateman, Sylvie Allouche, Jean Gayon, Michela Marzano, Jérôme Goffette, 2015-08-30 This book explores issues raised by past and present practices of animal enhancement in terms of their means and their goals clarifies conceptual issues and identifies lessons that can be learned about enhancement practices as they concern both animals and humans *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 **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 *First Class* Christopher W. Shaw, 2021-11-09 Investigating the essential role that the postal system plays in American democracy and how the corporate sector has attempted to destroy it With *First Class* The U S Postal Service Democracy and the Corporate Threat Christopher Shaw makes a brilliant case for polishing the USPS up and letting it shine in the 21st century John Nichols national affairs correspondent for *The Nation* and author of *Coronavirus Criminals and Pandemic Profiteers* Accountability for Those Who Caused the Crisis *First Class* is essential reading for all postal workers and for our allies who seek to defend and strengthen our public Postal Service Mark Dimondstein President American Postal Workers Union AFL CIO The fight over the future of the U S Postal Service is on For years corporate interests and political ideologues have

pushed to remake the USPS turning it from a public institution into a private business and now with mail in voting playing a key role in local state and federal elections the attacks have escalated Leadership at the USPS has been handed over to special interests whose plan for the future includes higher postage costs slower delivery times and fewer post offices policies that will inevitably weaken this invaluable public service and source of employment Despite the general shift to digital communication the vast majority of the American people and small businesses still rely heavily on the U S postal system and many are rallying to defend it First Class brings readers to the front lines of the struggle explaining the various forces at work for and against a strong postal system and presenting reasonable ideas for strengthening and expanding its capacity services and workforce Emphasizing the essential role the USPS has played ever since Benjamin Franklin served as our first Postmaster General author Christopher Shaw warns of the consequences for the country and for our democracy if we don't win this fight Praise for First Class Piece by piece an essential national infrastructure is being dismantled without our consent Shaw makes an eloquent case for why the post office is worth saving and why for the sake of American democracy it must be saved Steve Hutkins founder editor of Save the Post Office and Professor of English at New York University The USPS is essential for a democratic American society thank goodness we have this new book from Christopher W Shaw explaining why Danny Caine author of Save the USPS and owner of the Raven Book Store Lawrence KS Shaw's excellent analysis of the Postal Service and its vital role in American Democracy couldn't be more timely First Class should serve as a clarion call for Americans to halt the dismantling and to instead preserve and enhance the institution that can bind the nation together Ruth Y Goldway Retired Chair and Commissioner U S Postal Regulatory Commission responsible for the Forever Stamps In a time of community fracture and corporate predation Shaw argues a first class post office of the future can bring communities together and offer exploitation free banking and other services Robert Weissman president of Public Citizen

Radio Reader Michele Hilmes, Jason Loviglio, 2002 First Published in 2002 Routledge is an imprint of Taylor Francis an informa company **Radio Active** Kathleen M. Newman, 2004-05-17 Radio Active tells the story of how radio listeners at the American mid century were active in their listening practices While cultural historians have seen this period as one of failed reform focusing on the failure of activists to win significant changes for commercial radio Kathy M Newman argues that the 1930s witnessed the emergence of a symbiotic relationship between advertising and activism Advertising helped to kindle the consumer activism of union members affiliated with the CIO middle class club women and working class housewives Once provoked these activists became determined to influence and in some cases eliminate radio advertising As one example of how radio consumption was an active rather than a passive process Newman cites The Hucksters Frederick Wakeman's 1946 radio spoof that skewered eccentric sponsors neurotic account executives and grating radio jingles The book sold over 700 000 copies in its first six months and convinced broadcast executives that Americans were unhappy with radio advertising The Hucksters left its mark on the radio age showing that radio could inspire collective action and not just

passive conformity

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