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FROM SUBMARINES TO SUBURBS: SELLING A BETTER AMERICA, 1939-1959



Ohio University Press. Paperback. Book Condition: new. BRAND NEW, From Submarines to Suburbs: Selling a Better America, 1939-1959, Cynthia Lee Henthorn, During World War II, U.S. businesses devised marketing strategies that encouraged consumers to believe their country's wartime experience would launch a better America. Advertisements and promotional articles celebrated the immense industrial output that corporations achieved during the war. These commercial messages positioned wartime technologies and corporate expertise as the means to streamline America and invent a socially hygienic future...

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- Authored by Cynthia Lee Henthorn
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Reviews

This book might be worth a read, and superior to other. Of course, it really is engage in, still an interesting and amazing literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

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