



Imagining Consumers: Design and Innovation from Wedgwood to Corning

By Regina Lee Blaszczyk

JOHNS HOPKINS UNIVERSITY PRESS, United States, 2002. Paperback. Book Condition: New. New edition. 234 x 155 mm. Language: English . Brand New Book. This work tells the story of American consumer society from the perspective of mass-market manufacturers and retailers. It relates the trials and tribulations of china and glassware producers in their contest for the hearts of the working- and middle-class women who made up more than 80 percent of those buying mass-manufactured goods by the 1920s. Based on extensive research in untapped corporate archives, *Imagining Consumers* supplies an appraisal of the history of American business, culture, and consumerism. Case studies illuminate decision making in key firms - including the Homer Laughlin China Company, the Kohler Company and Corning Glass Works - and consider the design and development of ubiquitous lines such as Fiesta tableware and Pyrex Ovenware.



READ ONLINE
[2.44 MB]

Reviews

This kind of pdf is almost everything and made me seeking forward and much more. It is actually packed with wisdom and knowledge You will not really feel monotony at whenever you want of your own time (that's what catalogs are for about when you question me).

-- **Martina Maggio**

Very helpful to all of group of men and women. It can be writter in easy terms instead of confusing. You will like how the writer write this book.

-- **Dr. Daren Mitchell PhD**

Relevant Books



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)

Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Klara is a little different from the other cows, because she has a very special...



New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Paperback. Book Condition: New. Not Signed; This is Book 2 of CGP's SAT Buster 10-Minute Tests for KS2 Grammar, Punctuation & Spelling - it's a brilliant way to introduce English SATS preparation in bite-sized chunks. Each set of quick tests is packed...



New KS2 English SAT Buster 10-Minute Tests: Grammar, Punctuation & Spelling (2016 SATs & Beyond)

Coordination Group Publications Ltd (CGP). Paperback. Book Condition: new. BRAND NEW, New KS2 English SAT Buster 10-Minute Tests: Grammar, Punctuation & Spelling (2016 SATs & Beyond), CGP Books, CGP Books, This book of SAT Buster 10-Minute tests is a brilliant way to...



Kanye West Owes Me 0: And Other True Stories from a White Rapper Who Almost Made it Big (Hardback)

Random House USA Inc, United States, 2016. Hardback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. After the Beastie Boys and Vanilla Ice, but before Eminem, there was Hot Karl, the Jewish kid from the L.A. suburbs...