



Creating An American Institution

The Merchandising Genius of J.C. Penney

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Creating An American Institution The Merchandising Genius Of Jc Penney

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Creating An American Institution The Merchandising Genius Of Jc Penney:

Creating an American Institution Mary Elizabeth Curry, 1993-01-01 A Consumers' Republic Lizabeth Cohen, 2008-12-24 In this signal work of history Bancroft Prize winner and Pulitzer Prize finalist Lizabeth Cohen shows how the pursuit of prosperity after World War II fueled our pervasive consumer mentality and transformed American life Trumpeted as a means to promote the general welfare mass consumption quickly outgrew its economic objectives and became synonymous with patriotism social equality and the American Dream Material goods came to embody the promise of America and the power of consumers to purchase everything from vacuum cleaners to convertibles gave rise to the power of citizens to purchase political influence and effect social change Yet despite undeniable successes and unprecedented affluence mass consumption also fostered economic inequality and the fracturing of society along gender class and racial lines In charting the complex legacy of our Consumers Republic Lizabeth Cohen has written a bold encompassing and profoundly influential book **Writing from Sources** Brenda Spatt, 2010-10-12 Helping you to read critically and analyze well Writing from Sources provides detailed step by step coverage of every aspect of the research and writing process The book equips you with the skills you need to integrate source materials into your own writing preparing you to produce confident college level work The Gender and Consumer Culture Reader Jennifer Scanlon, 2000-08 An interdisciplinary and cross cultural collection of readings and archival materials examining the gendered relationship between the home and consumer culture identity through purchasing the supply side of consumer culture and the ways in which consumers embrace resist and manipulate the messages and activities of consumer culture Topics include shoplifting racism in advertising the Zoot suit Esquire magazine Dockers lesbianism narcissism *Downtown America* Alison Isenberg, 2009-05-15 Downtown America was once the vibrant urban center romanticized in the Petula Clark song a place where the lights were brighter where people went to spend their money and forget their worries But in the second half of the twentieth century downtown became a shadow of its former self succumbing to economic competition and commercial decline And the death of Main Streets across the country came to be seen as sadly inexorable like the passing of an aged loved one Downtown America cuts beneath the archetypal story of downtown s rise and fall and offers a dynamic new story of urban development in the United States Moving beyond conventional narratives Alison Isenberg shows that downtown s trajectory was not dictated by inevitable free market forces or natural life and death cycles Instead it was the product of human actors the contested creation of retailers developers government leaders architects and planners as well as political activists consumers civic clubs real estate appraisers even postcard artists Throughout the twentieth century conflicts over downtown s mundane conditions what it should look like and who should walk its streets pointed to fundamental disagreements over American values Isenberg reveals how the innovative efforts of these participants infused Main Street with its resonant symbolism while still accounting for pervasive uncertainty and fears of decline Readers of this work will find

anything but a story of inevitability Even some of the downtown s darkest moments the Great Depression s collapse in land values the rioting and looting of the 1960s or abandonment and vacancy during the 1970s illuminate how core cultural values have animated and intertwined with economic investment to reinvent the physical form and social experiences of urban commerce Downtown America its empty stores revitalized marketplaces and romanticized past will never look quite the same again A book that does away with our most clich d approaches to urban studies Downtown America will appeal to readers interested in the history of the United States and the mythology surrounding its most cherished institutions A Choice Outstanding Academic Title Winner of the 2005 Ellis W Hawley Prize from the Organization of American Historians Winner of the 2005 Lewis Mumford Prize for Best Book in American Planning History Winner of the 2005 Historic Preservation Book Price from the University of Mary Washington Center for Historic Preservation Named 2005 Honor Book from the New Jersey Council for the Humanities

The Change Makers Maury Klein, 2014-09-02 From one of America s foremost business historians a penetrating and engaging look at the qualities that create great entrepreneurs Entrepreneurs even more than inventors are essential to American business While inventors produce ideas entrepreneurs get things done build the markets make ideas reality But what creative talents do the legendary American entrepreneurs share and what can you learn from them about business success Using lively character sketches and company stories University of Rhode Island professor and author Maury Klein analyzes how innovators from Andrew Carnegie to Bill Gates triumphed over perennial challenges in planning and strategy production operations staffing and sales and transformed entire industries Comparing the retailing acumen of J C Penney and Wal Mart s Sam Walton the organizational ingenuity of Standard Oil s John D Rockefeller and Citigroup s Sandy Weill the imaginative marketing of General Motors Alfred Sloan and MacDonald s Ray Kroc Klein reveals the art and archetype of successful entrepreneurialism Moving beyond the clich s he describes the artistry of great businessmen who build empires and dreams as well as fortunes in The Change Makers

Plastic Capitalism Sean H. Vanatta, 2024-05-21 How bankers created the modern consumer credit economy and destroyed financial stability in the process American households are awash in expensive credit card debt But where did all this debt come from In this history of the rise of postwar American finance Sean H Vanatta shows how bankers created our credit card economy and with it the indebted nation we know today America s consumer debt machine was not inevitable In the years after World War II state and federal regulations ensured that many Americans enjoyed safe banks and inexpensive credit Bankers though grew restless amid restrictive rules that made profits scarce They experimented with new services and new technologies They settled on credit cards and in the 1960s mailed out reams of high interest plastic to build a debt industry from scratch In the 1960s and 70s consumers fought back using federal and state policy to make credit cards safer and more affordable But bankers found ways to work around local rules Beginning in 1980 Citibank and its peers relocated their card plans to South Dakota and Delaware states with the weakest consumer regulations creating on shore financial havens and drawing

consumers into an exploitative credit economy over which they had little control We live in the world these bankers made

The Wonderful World of the Department Store in Historical Perspective Robert D. Tamilia, Université du Québec à Montréal. École des sciences de la gestion. Vice-décanat à la recherche, 2002 **The Greenwood Guide to American Popular Culture: Almanacs through Do-it-yourself** M. Thomas Inge, Dennis Hall, 2002 *Encyclopedia of Major Marketing Campaigns* Thomas Riggs, 2000 An annual publication that profiles important marketing campaigns of the 20th century *South Dakota History*, 2010 Gale Encyclopedia of U.S. Economic History, 1999 Designed to answer such key questions as How has the U S Constitution shaped the economy of the United States What were the consequences of Prohibition on consumers behavior This title presents 1 000 entries era overviews event movement profiles biographies business industry profiled geographic profiles and more North Dakota History, 2011 Journal of the Northern Plains **Annals of Wyoming**, 2014 **American Business Leaders** Neil A. Hamilton, 1999 Contains 183 entries that provide biographical and career information about prominent American business leaders from throughout history covering a variety of fields including food processing broadcasting and others Arranged alphabetically from M to Z Set of two volumes 174 96

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Bibliographic Index, 1997 Texas Merchant Victoria L. Buenger, Walter L. Buenger, 1998 Customers also found a stunning array of goods fur coats and canned tuna pianos and tractors and an environment that combined the spectacular with the familiar But the story of Leonards goes beyond the store and the man who made it For Marvin Leonard downtown Fort Worth and Leonards were always intertwined Leonards gave Fort Worth a special identity a distinctiveness and an attraction to the city s center When Tandy bought Leonards and later sold it to Dillard s Fort Worth s image and character changed Kansas History, 2012

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