



Tworzenie Konsumentów: Ekonomiści Domowi w XX Wieku

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Opis

Creating Consumers: Home Economists in Twentieth-Century America

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- **temat:** Gender studies: women, History of the Americas, Industrialisation & industrial history, Business & Economics / Corporate & Business History, Business & Economics/Corporate & Business History - General, Family & Relationships/General, HISTORY / Americas (North, Central, South, West Indies), HISTORY / Social History, History/United States - 20th Century, Social Science / Women's Studies, Social Science/Women's Studies, ANF: History, Americas (North, Central, South, West Indies), BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / Corporate & Business History, Business, Business & Economics/Corporate & Business History - General, Business/Economics, Corporate & Business History, Corporate & Business History - General, Economics, Family & Relationships, Family & Relationships/General, Gender studies: women, Gender studies: women and girls, General, Geschichte einzelner Unternehmen, Geschichte einzelner Unternehmen / Unternehmensgeschichte, HC, HC/Wirtschaft, HISTORY / Americas (North, Central, South, West Indies), HISTORY / Social History, History, History of the Americas, History/United States - 20th Century, Industrialisation & industrial history, Industrialisation and industrial history, Non-Fiction, SOCIAL SCIENCE, SOCIAL SCIENCE / Women's Studies, Social History, Social Science/Women's Studies, UNIVERSITY PRESS, United States - 20th Century, Unternehmensgeschichte, Wirtschaft, Women's Studies, home economics; consumer culture; culture of consumption; modern America; modern domestic life; middle class; middle-class culture; kitchens; gender and technology; consumer expertise; consumer expert; consumer representation; consumer education; consumer products; consumer behavior; professionalization; food and nutrition; textiles and clothing; refrigeration; gas and electricity; household appliances; American Home Economics Association; Bureau of Home Economics; Home Economists in Business; Lake Placid Conferences; United States Food Administration; World War I; Christine Frederick; Mary Schenck Woolman; Louise Stanley; Sears; Procter and Gamble; Good Housekeeping; Sears Roebuck and Company; Ada Bessie Swann; Ellen Swallow Richards; interwar period; Ruth O'Brien; People's Gas Company, Gender studies: women and girls, Geschichte einzelner Unternehmen / Unternehmensgeschichte, Industrialisation and industrial history, HC/Wirtschaft
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