



Consuming Germany in the Cold War /

Crew, David F. (1946-)

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Sitting in the ruins of the Third Reich, most Germans wanted to know which of the two post-war German states would erase the material traces of their wartime suffering most quickly and most thoroughly. Consumption and the quality of everyday life quickly became important battlefields upon which the East-West conflict would be fought. This book focuses on the competing types of consumer societies that developed over time in the two Germanies and the legacy each left. Consuming Germany in the Cold War assesses why East Germany increasingly fell behind in this competition and how the failure

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