

CONTENTS

Preface vii

CHAPTER 1

The Irony of the Century 1

CHAPTER 2

Setting the Course, 1900–1930 17

CHAPTER 3

Promises of More, 1930–1960 67

CHAPTER 4

Coping with Abundance 111

CHAPTER 5

A New Consumerism, 1960–1980 145

CHAPTER 6

Markets Triumphant, 1980–2000 193

CHAPTER 7

An Ambiguous Legacy 233

Notes 253

Index 307