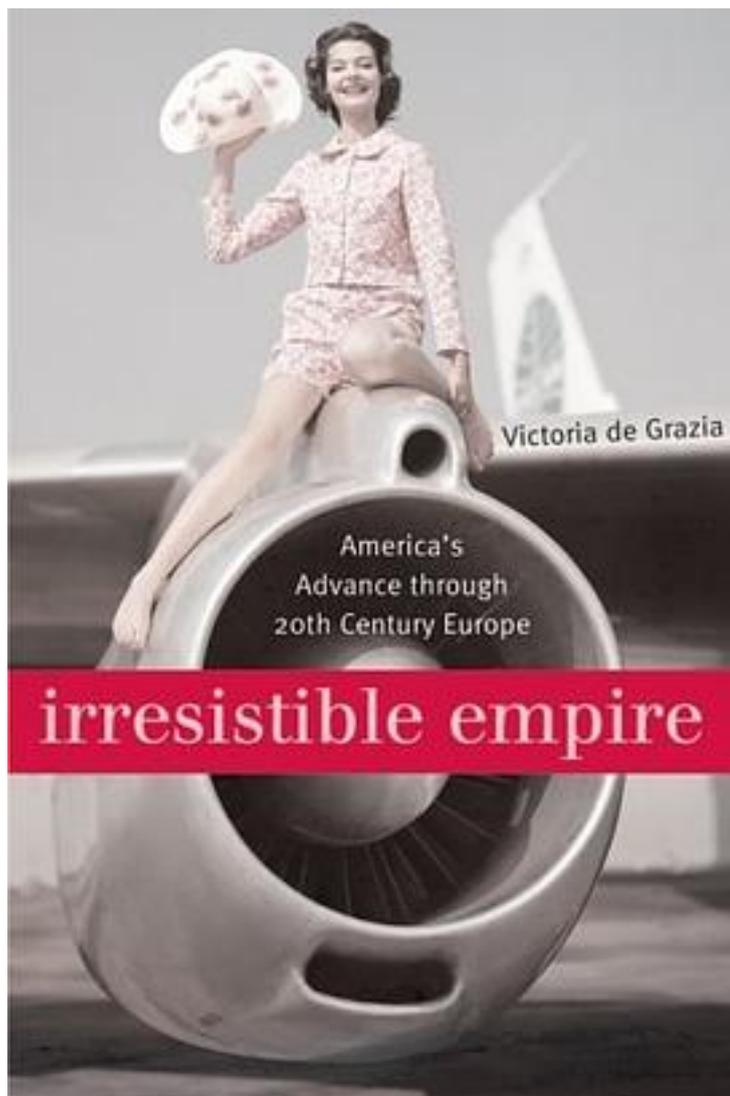


# Irresistible Empire



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著者:Victoria de Grazia

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The most significant conquest of the twentieth century may well have been the triumph of American consumer society over Europe's bourgeois civilization. It is this little-understood but world-shaking campaign that unfolds in *Irresistible Empire*, Victoria de Grazia's brilliant account of how the American standard of living defeated the European way of life and achieved the global cultural hegemony that is both its great strength and its key weakness today. </p>

De Grazia describes how, as America's market empire advanced with confidence through Europe, spreading consumer-oriented capitalism, all alternative strategies fell before it--first the bourgeois lifestyle, then the Third Reich's command consumption, and finally the grand experiment of Soviet-style socialist planning. Tracing the peculiar alliance that arrayed New World salesmanship, statecraft, and standardized goods against the Old World's values of status, craft, and good taste, Victoria de Grazia follows the United States' market-driven imperialism through a vivid series of cross-Atlantic incursions by the great inventions of American consumer society. We see Rotarians from Duluth in the company of the high bourgeoisie of Dresden; working-class spectators in ramshackle French theaters conversing with Garbo and Bogart; Stetson-hatted entrepreneurs from Kansas in the midst of fussy Milanese shoppers; and, against the backdrop of Rome's Spanish Steps and Paris's Opera Comique, Fast Food in a showdown with advocates for Slow Food. Demonstrating the intricacies of America's advance, de Grazia offers an intimate and historical dimension to debates over America's exercise of soft power and the process known as Americanization. She raises provocative questions about the quality of the good life, democracy, and peace that issue from the vaunted victory of mass consumer culture. </p>

作者介绍:

维多利亚·格拉齐亚现为美国哥伦比亚大学历史系教授，还曾担任过全美欧洲研究委员会的主席，是当前美国国内研究欧洲现当代历史的权威学者之一。她的研究领域比较宽广，涉及大众文化与消费文化、性别问题、家庭政治史、商业变革史等。出版的著作有《同意的文化：法西斯意大利的大众休闲组织》（*The Culture of Consent: Mass Organization of Leisure in Fascist Italy*）和《法西斯主义是怎样统治女性的：意大利，1920—1945》（*How Fascism Ruled Women: Italy, 1920—1945*）等。

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历史学家要不要写个东西那么细致啊。。要死要活浏览一遍。。求中文版啊。。最后考试怎么考啊。。所有书都是浏览一遍。。完全get不了这个point.....

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## 书评

Coincidentally, two books published in 2005, Rydell and Kroes' Buffalo Bill in Bologna and de Grazia' s Irresistible Empire share a common theme – how mass culture as a peaceable tactic to extend the Americanization to the world, especially to Europe. Rathe...

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