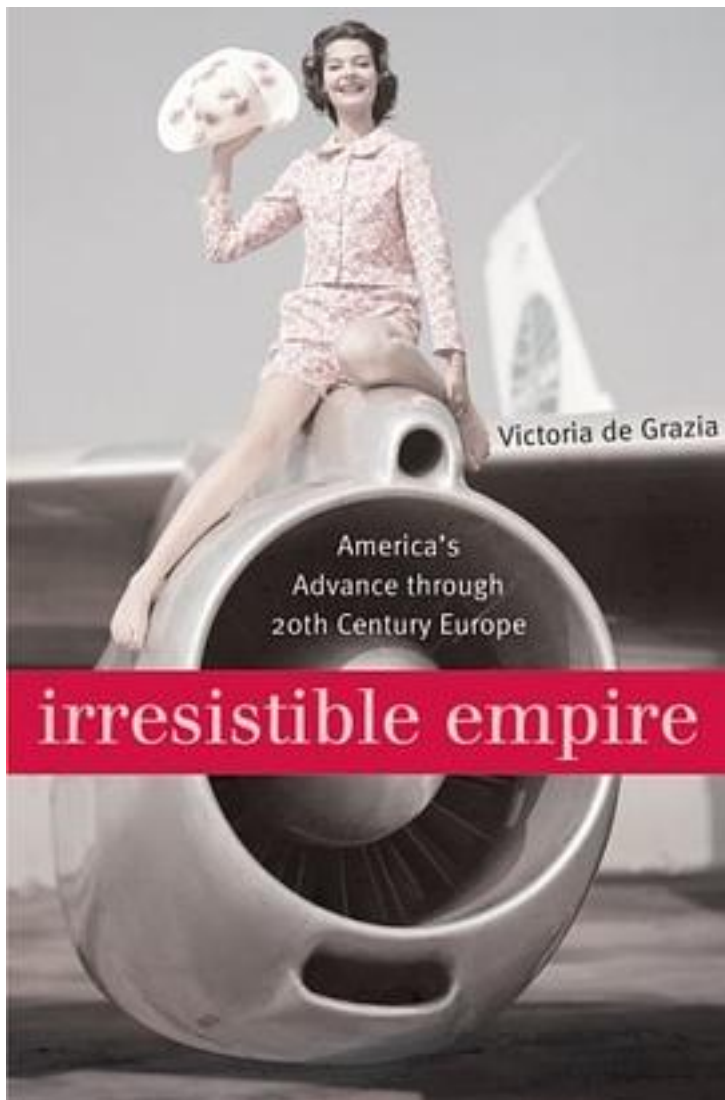


# Irresistible Empire



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出版者:Harvard Univ Pr

出版时间:2006-10

装帧:Pap

isbn:9780674022348

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.

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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评论

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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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