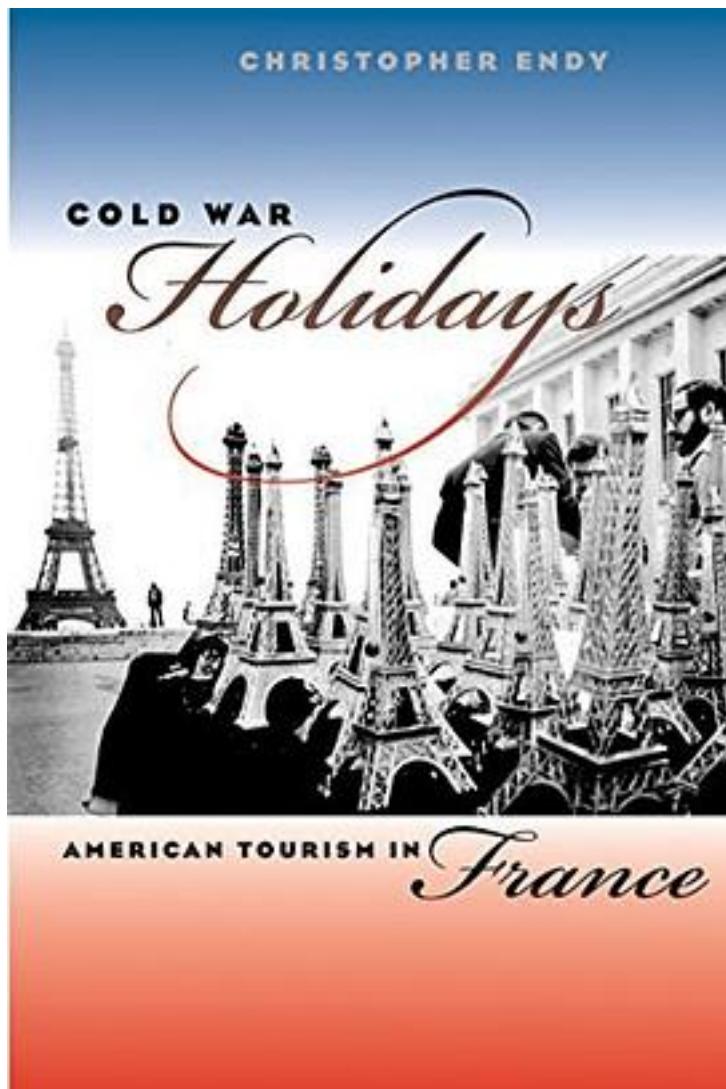


Cold War Holidays



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This book tells the story of American tourism in France during the quarter century after World War II. It narrates this history by bringing together perspectives from both nations, expressed in guidebooks, popular movies, hotel and airline industry documents, French service workers' union records, and the writings and memories of tourists themselves. More traditional foreign policy perspectives appear as well, drawn from government archives on cultural diplomacy and propaganda, economic planning, and travel promotion.

By integrating the worlds of politics, business, and leisure, this book reveals consumeristic dimensions to U.S.-French relations previously neglected by historians. This approach also shows connections between consumerism, the Cold War, and globalization, three developments crucial to the post-1945 era but rarely considered in relation to each other.

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