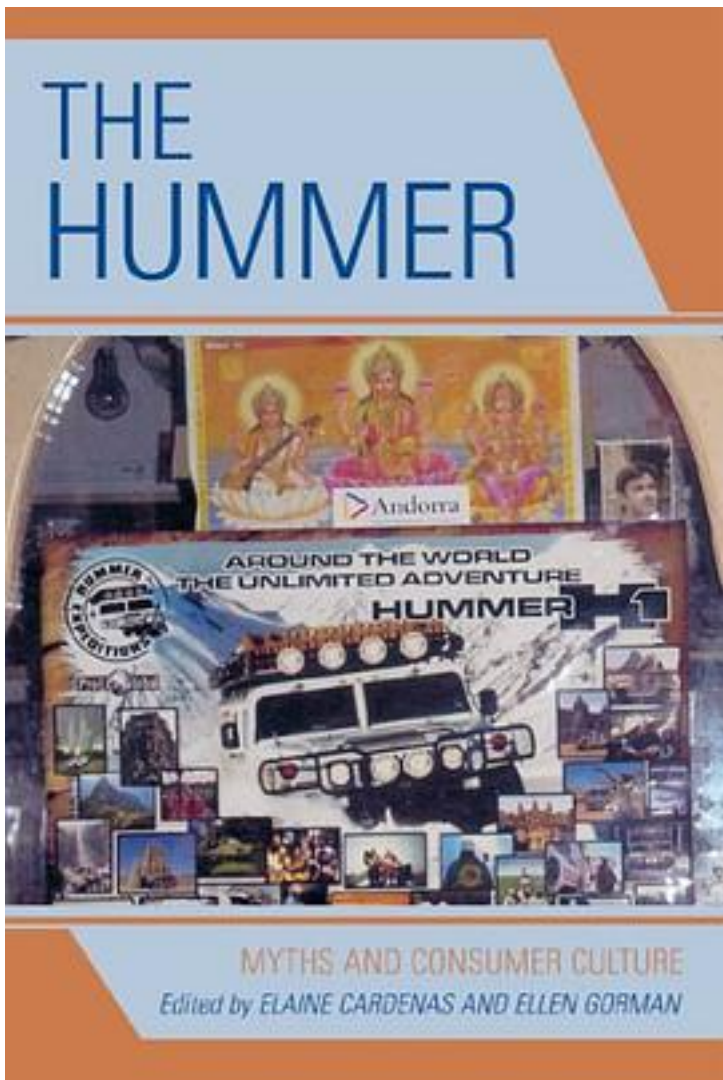


The Hummer



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著者:Cardenas, Elaine (EDT)/ Gorman, Ellen (EDT)

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The Hummer: Myths and Consumer Culture is a study of the notorious automobile/sports utility vehicle. Featuring more than fifteen essays, this collection analyzes the Hummer through a wide array of disciplines, including material culture, marketing and advertising, popular culture, military technology, urban planning, and political economy. It provides a complete overview of the vehicle: production, marketing aspects, and cultural significance. The only book of its kind, The Hummer is of great value to cultural studies and American studies scholars and students, as well as to any general reader with an interest in contemporary American culture.

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