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## Consumption and Advertising in Eastern Europe and Russia in the Twentieth Century

- Explores consumer cultures in Eastern Europe and Russia from the Russian Empire through to the dissolution of the USSR
- Adopts a comparative perspective, tracing continuity and change over time
- Highlights the uniqueness of regional patterns of consumption

This book explores Eastern European consumer cultures in the twentieth century, taking a comparative perspective and conceptualizing the peculiarities of consumption in the region. Contributions cover lifestyles and marketing strategies in imperial contexts in the late nineteenth and early twentieth centuries; urban consumer cultures in the Interwar Period; and consumer and advertising cultures in the Soviet Union and its satellite republics. It traces the development of marketing throughout the century, and the changes in society brought about by democratization and the 'Americanization' of consumption. Taken together, the essays gathered here make a valuable contribution to our understanding of consumption and advertising in the region.

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