



Hollywood Goes Shopping

David Desser, Editors, Garth S. Jowett

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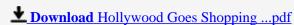
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Aggressive product placement and retail tie-ins are as much a part of moviemaking today as high-concept scripts and computer-generated special effects, but this phenomenon is hardly recent. Since the silent era, Hollywood studios have proved remarkably adept at advertising both their own products and a bewildering variety of consumer commodities, successfully promoting the idea of consumption itself. Hollywood Goes Shopping brings together leading film studies scholars to explore the complex and sometimes contradictory relationship between American cinema and consumer culture, providing an innovative reading of both film history and the evolution of consumerism in the twentieth century.



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