

# Americanization Of The European Economy

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Preface.- List of abbreviations.- Introduction: Americanization as a comprehensive concept of economic development during the 20th century. -1. Fordism and Taylorism come to Europe.- 2. Americanization as a mission, 1945-1955.- 3. Mass production, mass distribution, and new technology.- 4. Managing firms and their consumers.- 5. Economic slowdown and the American model.- 6. Companies and consumers.- 7. Industrial relations as a barrier to Americanization.- Conclusion.- Endnotes.- Index. EAN/ISBN : 9781402029349 Publisher(s): Springer Netherlands, Springer US Discussed keywords: Amerikanisierung, Europa, Wirtschaft Format: ePub/PDF Author(s): Schroter, Harm G.

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