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Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America (Hardback)

By Visiting Assistant Professor of History Thomas Jundt

Oxford University Press Inc, United States, 2014. Hardback. Book Condition: New. 243 x 164 mm. Language: English . Brand New Book. Although often linked to Rachel Carson's Silent Spring (1962), and Sixties era social movement, environmentalism arose in response to anxieties and tensions over the fate of the planet that first came to light with the atomic bomb blasts and the end of the Second World War that moved some thinkers to ponder other ways that humans might be endangering the planet. Their focus turned to the growing power of big business. More than ever, powerful corporations and a federal government bent on economic growth were seen by many Americans as threats to human health and the environment. Fallout from atomic testing, air and water pollution, the proliferation of pesticides and herbicides-all connected to the growing dominance of technology and corporate capitalism in American life-led a variety of constituencies to seek solutions in what came to be known as environmentalism. In addition to the usual political and legal maneuvers employed to effect change, an alternative form of civic participation emerged beginning in the late-1940s as growing numbers of citizens turned to what they deemed environmentally friendly consumption practices. The...



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