



The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch"

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global player 3.2 Abercrombie's secret of success 4 Abercrombie
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as a wonderland will continue as long as it's profitable to
continue the illusion. At the point where the illusion becomes too
expensive to maintain, they will just take down the scenery, they
will move the tables and chairs out of the way, then they will pull
back the curtains and you will see the brick wall at the back of
the theatre.' (Frank Zappa) 1 Frank Zappa used this phrase to
show the capitalistic policy in America and its successful way in
spreading out its mass culture all over the world.What is it, that
fascinates so much that one wants to live the American
way/dream Wear the same things like Americans...



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