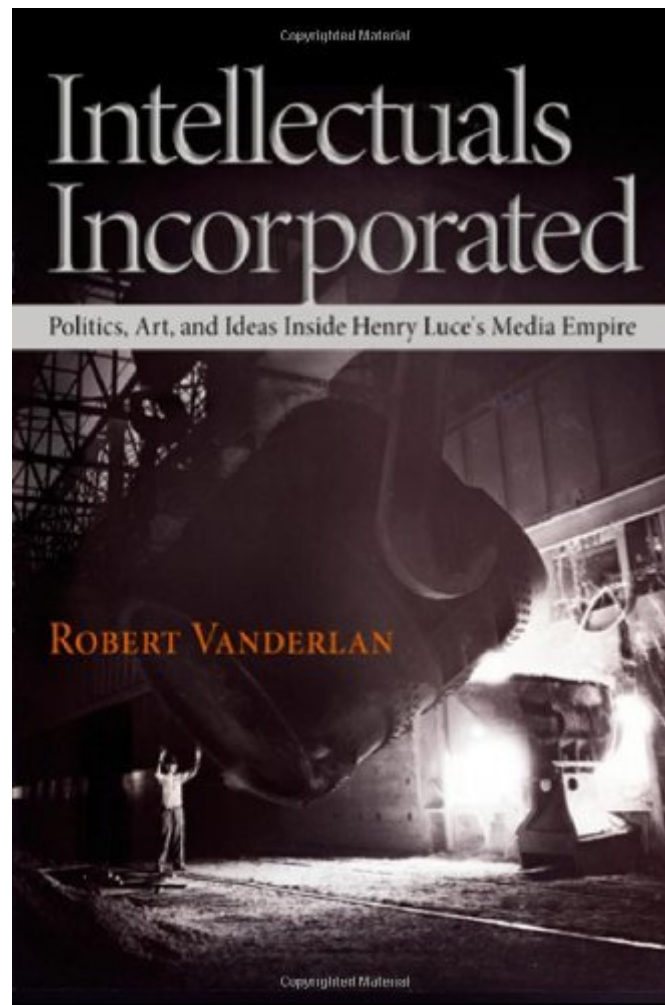


Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) PDF



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Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) by Robert Vanderlan ISBN 0812242718

Publishing tycoon Henry Luce famously championed many conservative causes, and his views as a capitalist and cold warrior were reflected in his glossy publications. Republican Luce aimed squarely for the Middle American masses, yet his magazines attracted intellectually and politically ambitious minds who were moved by the democratic aspirations of the New Deal and the left. Much of the best work of intellectuals such as James Agee, Archibald MacLeish, Daniel Bell, John Hersey, and Walker Evans owes a great debt to their experiences writing for Luce and his

publications.

Intellectuals Incorporated tells the story of the serious writers and artists who worked for Henry Luce and his magazines *Time*, *Fortune*, and *Life* between 1923 and 1960, the period when the relationship between intellectuals, the culture industry, and corporate capitalism assumed its modern form. Countering the notions that working for corporations means selling out and that the true life of the mind must be free from institutional ties, historian Robert Vanderlan explains how being embedded in the corporate culture industries was vital to the creative efforts of mid-century thinkers. Illuminating their struggles through careful research and biographical vignettes, Vanderlan shows how their contributions to literary journalism and the wider political culture would have been impossible outside Luce's media empire. By paying attention to how these writers and photographers balanced intellectual aspiration with journalistic perspiration, *Intellectuals Incorporated* advances the idea of the intellectual as a connected public figure who can engage and criticize organizations from within.

Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) Review

This Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire (Politics and Culture in Modern America) having great arrangement in word and layout, so you will not really feel uninterested in reading.