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## China Made: Consumer Culture and the Creation of the Nation (Paperback)

By Karl Gerth

HARVARD UNIVERSITY PRESS, United States, 2004. Paperback. Condition: New. New edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Chinese people should consume Chinese products! This slogan was the catchphrase of a movement in early twentieth-century China that sought to link consumption and nationalism by instilling a concept of China as a modern nation with its own national products. From fashions in clothing to food additives, from museums to department stores, from product fairs to advertising, this movement influenced all aspects of China's burgeoning consumer culture. Anti-imperialist boycotts, commemorations of national humiliations, exhibitions of Chinese products, the vilification of treasonous consumers, and the promotion of Chinese captains of industry helped enforce nationalistic consumption and spread the message--patriotic Chinese bought goods made of Chinese materials by Chinese workers in factories owned and run by Chinese. In *China Made*, Karl Gerth argues that two key forces shaping the modern world--nationalism and consumerism--developed in tandem in China. Early in the twentieth century, nationalism branded every commodity as either Chinese or foreign, and consumer culture became the place where the notion of nationality was articulated,...



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