Consumer Culture and the Making of Modern Jewish Identity

GIDEON REUVENI
University of Sussex, UK
Contents

List of Figures
Preface ix
Acknowledgments xix

PART I NARRATIVES OF BELONGING
1 Producers, Consumers, Jews, and Antisemitism in German Historiography 3
2 Ethnic Marketing and Consumer Ambivalence in Weimar Germany 25
3 The Jewish Question and Changing Regimes of Consumption 66
4 What Makes a Jew Happy? Longings, Belongings, and the Spirit of Modern Consumerism 82

PART II THE POLITICS OF JEWISH CONSUMPTION
5 Emancipation through Consumption 105
6 Boycott, Economic Rationality, and Jewish Consumers in Interwar Germany 122
7 Advertising National Belonging 144
8 The Consumption of Jewish Politics 153

PART III HOMO JUDAICUS CONSUMENS
9 The Cost of Being Jewish 175
10 Place and Space of Jewish Consumption 190
11 The World of Jewish Goods 203
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Spending Power and Its Discontents</td>
<td>218</td>
</tr>
<tr>
<td>13</td>
<td>Beyond Consumerism: The Bridge, the Door, and the Cultural Economy Approach to Jewish History</td>
<td>234</td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td>251</td>
</tr>
</tbody>
</table>