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## Imagining Consumers: Design and Innovation from Wedgwood to Corning (Paperback)

By Regina Lee Blaszczyk

JOHNS HOPKINS UNIVERSITY PRESS, United States, 2002.  
Paperback. Book Condition: New. New edition. 234 x 155 mm.  
Language: English . Brand New Book. This work tells the story of American consumer society from the perspective of mass-market manufacturers and retailers. It relates the trials and tribulations of china and glassware producers in their contest for the hearts of the working- and middle-class women who made up more than 80 percent of those buying mass-manufactured goods by the 1920s. Based on extensive research in untapped corporate archives, *Imagining Consumers* supplies an appraisal of the history of American business, culture, and consumerism. Case studies illuminate decision making in key firms - including the Homer Laughlin China Company, the Kohler Company and Corning Glass Works - and consider the design and development of ubiquitous lines such as Fiesta tableware and Pyrex Ovenware.



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