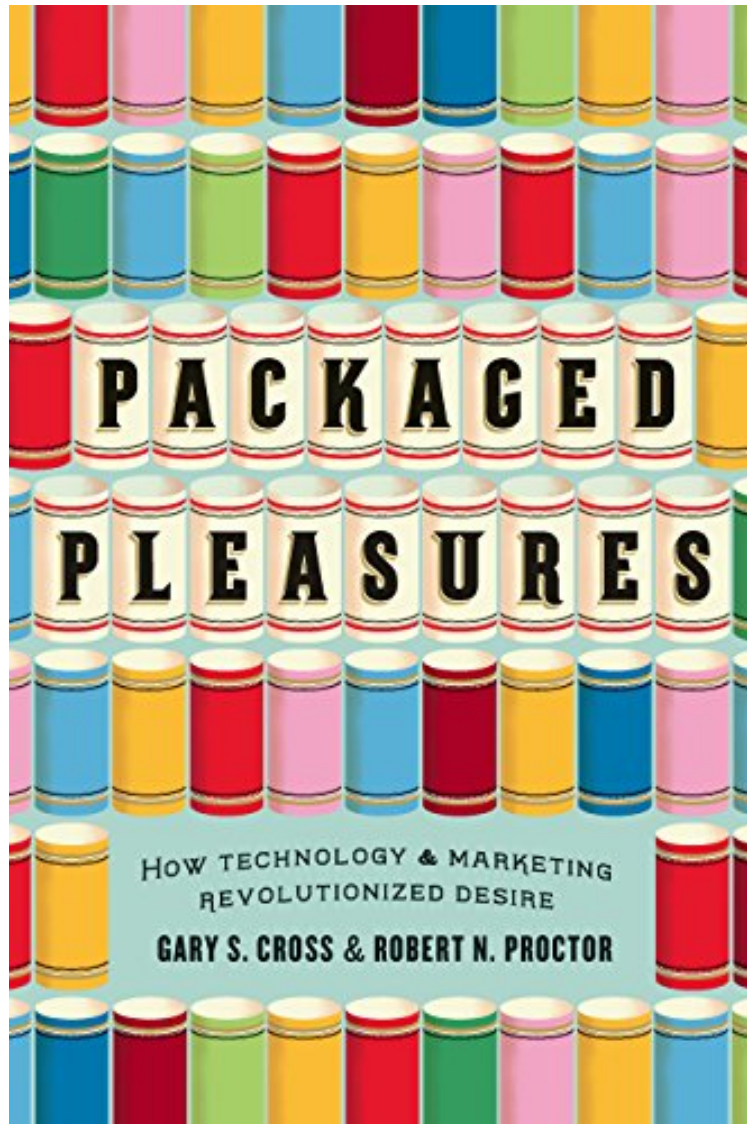


Packaged Pleasures: How Technology and Marketing Revolutionized Desire

Gary S. Cross, Robert N. Proctor

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Gary S. Cross, Robert N. Proctor : Packaged Pleasures: How Technology and Marketing Revolutionized Desire before purchasing it in order to gage whether or not it would be worth my time, and all praised Packaged Pleasures: How Technology and Marketing Revolutionized Desire:

2 of 3 people found the following review helpful. for good. I tried reading PlatoBy Wang ChettBut "glennn", how could you be so blind as to misinterpret such a masterful work of literature, of art, of beauty! Whilst I was reading your review it felt as though I was watching the Mona Lisa being shat upon. Never in my life have I read such a book

as this one, my life will never be the same. For almost a year now I have contemplated giving up books, all books, for good. I tried reading Plato... he was garbage. Hemingway... I fell asleep without fail with every odious book I read. No author on the face of this talent-less Earth could rouse my curiosity. Shakespeare, Homer, Einstein: all mere children compared to the authors of this holy text, especially the likes of Duke Robert N. Proctor, whose name I am not even worthy to utter. Then one day I saw *Packaged Pleasures* on ...ooh..even saying it gives me shivers.I gazed upon the pixel screen and my eyes were wide as saucers, my mouth drooled with desire like an ape among ape-ettes. I snatched the mouse as quick as I could and within a minute it was on its way. I waited for a day and I became enraged with impatience. I had to have it NOW. Three hours later I was in the warehouse in South Dakota. A dark-haired man with yellow teeth told me the book was already on its way, but I had no time for these silly games, my destiny was waiting. I shoved two hundred dollars in the unhygienic man's face and soon enough I was on my way. Finally at home, I finished the text in twenty four hours and then seven more times in the following week. Two years later I have read *Packaged Pleasures* two hundred and thirteen times, and each time it gives my package more pleasure than the last.4 of 9 people found the following review helpful. mixed bagBy glennnAs a marketing teacher I bought this to learn about packaging and how it helped sales grow. About a fourth of the book was about that. I learned in detail about the technology of cigarette making, amusement park rides, and recorded music. Interesting for sure, but not really consistent with the topic and not what I wanted to read. Perhaps there was enough of the other topic for a Kindle single?0 of 5 people found the following review helpful. great cover no insidesBy megreat cover no insides if you like to read maybe but really no photos no color

From the candy bar to the cigarette, records to roller coasters, a technological revolution during the last quarter of the nineteenth century precipitated a colossal shift in human consumption and sensual experience. Food, drink, and many other consumer goods came to be mass-produced, bottled, canned, condensed, and distilled, unleashing new and intensified surges of pleasure, delight, thrill—and addiction. *Packaged Pleasures*, Gary S. Cross and Robert N. Proctor delve into an uncharted chapter of American history, shedding new light on the origins of modern consumer culture and how technologies have transformed human sensory experience. In the space of only a few decades, junk foods, cigarettes, movies, recorded sound, and thrill rides brought about a revolution in what it means to taste, smell, see, hear, and touch. New techniques of boxing, labeling, and tubing gave consumers virtually unlimited access to pleasures they could simply unwrap and enjoy. Manufacturers generated a seemingly endless stream of sugar-filled, high-fat foods that were delicious but detrimental to health. Mechanically rolled cigarettes entered the market and quickly addicted millions. And many other packaged pleasures dulled or displaced natural and social delights. Yet many of these same new technologies also offered convenient and effective medicines, unprecedented opportunities to enjoy music and the visual arts, and more hygienic, varied, and nutritious food and drink. For better or for worse, sensation became mechanized, commercialized, and, to a large extent, democratized by being made cheap and accessible. Cross and Proctor have delivered an ingeniously constructed history of consumerism and consumer technology that will make us all rethink some of our favorite things.

“For the historian of consumer goods, *Packaged Pleasures* offers a comprehensive discussion of an eclectic mix of products including confectionery, convenience foods, cigarettes, sound recordings, film and amusement parks.”