



The Soviet Dream World of Retail Trade and Consumption in the 1930s (Consumption and Public Life)

A. Randall

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In the early 1930s Soviet authorities launched a campaign to create "socialist" retailing and also endorsed Soviet consumerism. How did the Stalinist regime reconcile retailing and consumption with socialism? This book examines the discourses that the Stalinist regime's new approach to retailing and consumption engendered.

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