

Brides, Inc.

*American
Weddings
and the
Business of Tradition*

Vicki Howard

Brides Inc American Weddings And The Business Of Tradition

Marco Cascella



Brides Inc American Weddings And The Business Of Tradition:

Brides, Inc. Vicki Howard, 2008-08-25 Reveals how many of our customs and wedding rituals were the product of sophisticated advertising campaigns merchandising promotions and entrepreneurial innovations The businesses and entrepreneurs from jewelers to bridal consultants and caterers set the stage for today's multibillion dollar industry

White Weddings Chrys Ingraham, 2009-09-10 This is a groundbreaking study of our culture's obsession with weddings By examining popular films commercials magazines advertising television sitcoms and even children's toys this book shows the pervasive influence of weddings in our culture and the important role they play in maintaining the romance of heterosexuality the myth of white supremacy and the insatiable appetite of consumer capitalism It examines how the economics and marketing of weddings have replaced the religious and moral view of marriage This second edition includes many new and updated features including full coverage of the wedding industrial complex gay marriage and its relationship to white weddings and heterosexuality and demographics shifts as to who is marrying whom and why nationally and internationally

Encyclopedia of Women in Today's World Mary Zeiss Stange, Carol K. Oyster, Jane E. Sloan, 2011-02-23 This work includes 1000 entries covering the spectrum of defining women in the contemporary world

The Challenge of Progress Harry F. Dahms, 2019-11-26 Globalization has accelerated the process of social political cultural and especially economic transformations since the 1990s Examining the choices of modern society Dahms and contributors ask what are the social costs of progress

The Prime of Life Steven Mintz, 2015-04-07 By drawing on 400 years of social and economic history the book presents a thoughtful and thorough guide through the life stages Library Journal Adulthood today is undergoing profound transformations Men and women wait until their thirties to marry have children and establish full time careers occupying a prolonged period in which they are no longer adolescents but still lack the traditional emblems of adult identity People at midlife struggle to sustain relationships with friends and partners to achieve fulfilling careers to raise their children successfully and to age gracefully The Prime of Life puts today's challenges into new perspective by exploring how past generations navigated the passage to maturity Whereas adulthood once meant culturally prescribed roles and relationships the social and economic convulsions of the last sixty years have transformed it fundamentally tearing up these shared scripts and leaving adults to fashion meaning and coherence in an increasingly individualistic culture Emphasizing adulthood's joys and fulfillments as well as its frustrations and regrets Mintz shows how cultural and historical circumstances have consistently reshaped what it means to be a grown up in contemporary society A triumph of historical writing The Spectator Mintz's message that there are many ways to wear the mantle of responsible adulthood and that the 1950s model is a mere blip on history's radar is deeply necessary and long overdue New York Times Book Review Describing the cultural economic and social changes from the Colonial era to today's world Mintz argues that neither religious nor secular middle class values are adequate responses to the new generation's problems Choice A thoughtful and strangely encouraging tour of

an often difficult life stage Kirkus Reviews Religion and American Cultures Gary Laderman, Luis León, 2014-12-17 This four volume work provides a detailed multicultural survey of established as well as new American religions and investigates the fascinating interactions between religion and ethnicity gender politics regionalism ethics and popular culture This revised and expanded edition of Religion and American Cultures Tradition Diversity and Popular Expression presents more than 140 essays that address contemporary spiritual practice and culture with a historical perspective The entries cover virtually every religion in modern day America as well as the role of religion in various aspects of U S culture Readers will discover that Americans aren't largely Protestant Catholic or Jewish anymore and that the number of popular religious identities is far greater than many would imagine And although most Americans believe in a higher power the fastest growing identity in the United States is the none those Americans who elect none when asked about their religious identity thereby demonstrating how many individuals see their spirituality as something not easily defined or categorized The first volume explores America's multicultural communities and their religious practices covering the range of different religions among Anglo Americans and Euro Americans as well as spirituality among Latino African American Native American and Asian American communities The second volume focuses on cultural aspects of religions addressing topics such as film Generation X public sacred spaces sexuality and new religious expressions The new third volume expands the range of topics covered with in depth essays on additional topics such as interfaith families religion in prisons belief in the paranormal and religion after September 11 2001 The fourth volume is devoted to complementary primary source documents European fashion Regina Lee Blaszczyk, Véronique Pouillard, 2018-02-07 The period since 1945 has been a transformative era for the fashion industry Over the course of seventy years the fashion world has moved from celebrating the craftsmanship of haute couture to revelling in ever changing fast fashion This volume examines the transition from the old system to the new in a series of case studies grouped around three major themes Part I focuses on Paris as a creative hub aiming to understand how the birthplace of haute couture adapted to late twentieth century developments Part II considers the retailer's role in shaping taste responding to consumer expectations and disseminating fashion merchandise Part III looks to alternative visions of the European fashion system that have appeared in unexpected places The volume is highly interdisciplinary covering design history cultural anthropology ethnography management studies and the cultural history of business **A Bride's Pocket Guide to Wedding Customs and Superstitions** Christina Cerullo, 2011-05-30 Modern weddings are filled with traditions dating back to the dawn of written history Many of these traditions and customs are still practiced today but what is the meaning behind them In The Bride's Pocket Guide to Wedding Customs Superstitions learn the meanings behind some of the oldest and strangest wedding customs and how to avoid supernatural disaster on your wedding day Covering everything from the engagement to the honeymoon this is a guide no superstitious bride should be without *Testimonial Advertising in the American Marketplace* M. Moskowitz, 2009-11-23 This book explores the history and practice of testimonial advertising in the

United States from the mid nineteenth century to the present day addressing a surprising lack of scholarship on this enduring and pervasive marketing tool Treating consumers as neither the victims nor the empowered foes of corporate practices the authors gathered here contribute to new scholarship at the intersection of cultural and business history by examining how testimonials mediate negotiations between producers and consumers and shape modern cultural attitudes about social identity advice community celebrity and the consumption of brand name goods and services *As Long As We Both Shall Eat* Claire Stewart,2017-04-01 *As Long as we Both Shall Eat* is a culinary history of wedding feasts Examining the various food customs associated with weddings in America and around the world Claire Stewart not only provides a rich account of the foods most loved and frequently served at wedding celebrations she also offers a glimpse into the customs and celebrations themselves as they are experienced in the West and in various other cultures Shesheds light on the historical and contemporary significance of wedding food and explores patterns of the varieties of conspicuous consumption linked to American wedding feasts in particular There are stories of celebrity excess and the book is peppered with accounts of lavish strange but true wedding tales The antics of wealthy socialites and celebrities is a topic rich for exploration and the telling of their exploits can be used to track the fads and changes in conventional and contemporary wedding feasts and celebrations From cocktail hours to wedding cakes showers to brunches the food we enjoy to celebrate the joining of life partners helps bring us together no matter our differences Readers are treated to a tasty trip down the aisle in this entertaining and lively account of nuptial noshing

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