The Victorian World

"This volume was first delivered at a conference organised by the Association for Industrial Archaeology in Nottingham in June 2004, and formerly constituted a special issue of Industrial Archaeology Review. The papers have the explicit intention of formulating a research framework for industrial archaeology in the 21st century and demonstrating how far industrial archaeology is now a fully recognised element of mainstream archaeology."

Liberty's Dawn

Peterloo

Writing the Lives of the English Poor, 1750s-1830s
The field of business history has changed and grown dramatically over the last few years. There is less interest in the traditional 'company-centred' approach and more concern about the wider business context. With the growth of multinational corporations in the 1980s, international and inter-firm comparisons have gained in importance. In addition, there has been a move towards improving links with mainstream economic, financial and social history through techniques and outlook. The International Bibliography of Business History brings all of the strands together and provides the user with a comprehensive guide to the literature in the field. The Bibliography is a unique volume which covers the depth and breadth of research in business history. This exhaustive volume has been compiled by a team of subject specialists from around the world under the editorship of three prestigious business historians.

**Rethinking the Industrial Revolution**

Riotous Assemblies examines eighteenth- and early nineteenth-century England through the lens of popular disorder. Adrian Randall shows how conflicts and tensions in 'high' politics contributed to a potent national sense of freedom and right, giving ordinary people the confidence to respond vigorously to any threat to their customary liberties. He demonstrates how the rulers of eighteenth-century England were forced to manage disorder through a mixture of judicious theatre and periodic repression, and how economic and social transformation led to fundamental changes in the nature of popular protest.

**Survey of Current Business**

Based on innovative and unique primary sources (e.g. notarial deeds) Cotton Enterprises: Networks and Strategies looks to tell the story of the Lombardy cotton industry in the early 19th century, particularly the stories of entrepreneurs such as Francesco Turati who were able to ‘corner’ this otherwise atomistic industry. The book looks at both the financial and strategic elements of the businesses, as well as looking at enabling technology and even the emergence of factory organization in Italy and takes a business history analysis of pre-industrial business enterprises in a developing economy by taking into account all the crucial functions of enterprise. Cotton Enterprises: Networks and Strategies makes important contributions to the study and research of the financing of early cotton mills, technology transfer in these entrepreneurial ventures, the organization of production, including a detailed discussion of the available technology, networks and relationships within the district. By highlighting the shift from putting-out to factory system, the crucial change of actors (both entrepreneurs and workers) and the birth of a local industrial district, exerting a long-lasting influence on the history of the area the book outlines the building of entrepreneurial networks and social hierarchies in (at the time) a new urban context. Aimed at scholars, researchers and students in the fields of management history, development entrepreneurship and regional economics, Cotton Enterprises: Networks and Strategies answers previously non-addressable questions via
innovative research methods and, as such, will be a key work in the field for years to come.

**Understanding the Workplace: A Research Framework for Industrial Archaeology in Britain: 2005**

This well-illustrated book is the first comprehensive study of the weaving sector of the Lancashire cotton industry to be published. The focus is on the development of weaving mills against the background of the economic development and organisation of the industry. Hand loom weaving was carried out in domestic premises or small workshops. Early power looms were installed in multi-storey mills combined with spinning, the characteristic form of single storey shed with north-light roof used solely for weaving developing later. The construction, power systems and layout of these mills are considered in detail. The book is based on original research looking at both the mills themselves and documentary sources, including plans and company records.

**Riotous Assemblies**

**Advances in Materials Research**

With an interdisciplinary approach that encompasses political history, the history of ideas, cultural history and art history, The Victorian World offers a sweeping survey of the world in the nineteenth century. This volume offers a fresh evaluation of Britain and its global presence in the years from the 1830s to the 1900s. It brings together scholars from history, literary studies, art history, historical geography, historical sociology, criminology, economics and the history of law, to explore more than 40 themes central to an understanding of the nature of Victorian society and culture, both in Britain and in the rest of the world. Organised around six core themes – the world order, economy and society, politics, knowledge and belief, and culture – The Victorian World offers thematic essays that consider the interplay of domestic and global dynamics in the formation of Victorian orthodoxies. A further section on ‘Varieties of Victorianism’ offers considerations of the production and reproduction of external versions of Victorian culture, in India, Africa, the United States, the settler colonies and Latin America. These thematic essays are supplemented by a substantial introductory essay, which offers a challenging alternative to traditional interpretations of the chronology and periodisation of the Victorian years. Lavishly illustrated, vivid and accessible, this volume is invaluable reading for all students and scholars of the nineteenth century.

**Tracing Your Manchester & Salford Ancestors**
Studies of fashion and literature in recent decades have focused primarily on representations of clothing and dress within literary texts. But what about the author? How did he dress? What where her shopping practices and predilections? What were his alliances with modishness, stylishness, fashion? The essays in this book explore these and other questions as they look at authors from the eighteenth century through the postmodern and digital eras, cultural producers who were also men and women of fashion: Alexander Pope, Hester Thrale, Mary Robinson, Lord Byron, William Thackeray, Charlotte Bronte, Wilkie Collins, Margaret Oliphant, Virginia Woolf, Rebecca West, Trudi Kanter, Angela Carter, and Martin Margiela. The essays collected here ultimately converge upon a fundamental question: what happens to our notions of timeless literature when authorship itself is implicated in the transient and the temporary, the cycles and materials of fashion? “Gerald Egan’s provocative introduction to this exciting new book poses a bold question: How are authorship and literature – so often linked to ideas of transcendence – implicated in the transient trends and stuff of fashion? The thirteen chapters that follow track authorship’s complex implication in the discourses and materiality of fashion and fashionable goods from the eighteenth to the twentieth centuries. Wide-ranging in discipline and chronology, yet forensically focused and carefully argued, this book makes a striking and wonderfully original contribution to studies of authorship, celebrity and material culture.” — Dr Jennie Batchelor, Professor of Eighteenth-Century Studies, University of Kent, UK

**A SHORT HISTORY OF THE BRITISH INDUSTRIAL REVOLUTION**

This, the third volume to appear in the New Oxford History of England, covers the period from the repeal of the Corn Laws to the dramatic failure of Gladstone's first Home Rule Bill. In his magisterial study of the mid-Victorian generation, Theodore Hoppen identifies three defining themes. The first he calls `established industrialism' - the growing acceptance that factory life and manufacturing had come to stay. It was during these four decades that the balance of employment shifted irrevocably. For the first time in history, more people were employed in industry than worked on the land. The second concerns the `multiple national identities' of the constituent parts of the United Kingdom. Dr Hoppen's study of the histories of Ireland, Scotland, Wales, and the Empire reveals the existence of a variety of particular and overlapping national traditions flourishing alongside the increasingly influential structure of the unitary state. The third defining theme is that of `interlocking spheres' which the author uses to illuminate the formation of public culture in the period. This, he argues, was generated not by a series of influences operating independently from each other, but by a variety of intermeshed political, economic, scientific, literary and artistic developments. This original and authoritative book will define these pivotal forty years in British history for the next generation.
We sit in our own little bubbles, watching the rest of the world go by. We think ‘it’ll never happen to me’ but guess what? At some point it probably will. We might think we’re in control but believe me, there’s a lot we don’t know. In the spirit of The Twilight Zone and Tales of the Unexpected, cult author David Moody presents eleven stories about life, death and everything in between (and after). From the never-ending nightmare of domestic bliss to the search for the ultimate body modification, from warring families to warring nations, from the last minutes before doomsday to the polluted shores of the post-post-apocalypse, THE LAST BIG THING highlights how thin the line between the ordinary and extraordinary can be.

**Tracing Your Lancashire Ancestors**

In Rethinking the Industrial Revolution, Michael Andrew Žmolek offers the first in-depth study of the evolution of English manufacturing from the feudal and early modern periods within the context of the development of English agrarian capitalism, from 1350 to 1850.

**Labour History Review**

**The Social History Of Labor In The Middle East**

For readers with family ties to Manchester and Salford, and researchers delving into the rich history of these cities, this informative, accessible guide will be essential reading and a fascinating source of reference. Sue Wilkes outlines the social and family history of the region in a series of concise chapters. She discusses the origins of its religious and civic institutions, transport systems and major industries. Important local firms and families are used to illustrate aspects of local heritage, and each section directs the reader towards appropriate resources for their research. No previous knowledge of genealogy is assumed and in-depth reading on particular topics is recommended. The focus is on records relating to Manchester and Salford, including current districts and townships, and sources for religious and ethnic minorities are covered. A directory of the relevant archives, libraries, academic repositories, databases, societies, websites and places to visit, is a key feature of this practical book.

**The Golden Age**

Chartism is an essential introduction to the movement, and examines the controversial debates surrounding the topic. As well as providing a concise period background, the author includes discussion of: * the Chartists’ economic, legislative and
political goals * patterns of regional and local support * reasons for the Chartist decline * the success of Chartism in the light of its goals and its influence over the Poor Law, Corn Laws, trade unions and factory reform * the languages of Chartism - songs, gesture and propaganda.

**The Last Big Thing**

How capitalism first promoted fossil fuels with the rise of steam power The more we know about the catastrophic implications of climate change, the more fossil fuels we burn. How did we end up in this mess? In this masterful new history, Andreas Malm claims it all began in Britain with the rise of steam power. But why did manufacturers turn from traditional sources of power, notably water mills, to an engine fired by coal? Contrary to established views, steam offered neither cheaper nor more abundant energy—but rather superior control of subordinate labour. Animated by fossil fuels, capital could concentrate production at the most profitable sites and during the most convenient hours, as it continues to do today. Sweeping from nineteenth-century Manchester to the emissions explosion in China, from the original triumph of coal to the stalled shift to renewables, this study hones in on the burning heart of capital and demonstrates, in unprecedented depth, that turning down the heat will mean a radical overthrow of the current economic order.

**Unpicking Gender**

Detailed study of the role of overseas trade and Africans in the Industrial Revolution.

**Made in Lancashire**

**Security, Strategy and Military Change in the 21st Century**

A comparative history of single women's independent migration to the textile cities of Preston, England; Lowell, Massachusetts; and Paisley, Scotland.

**Issues of Regional Identity**

For two generations following the overthrow of the absolutist monarchy in France in 1789 until the revolution of 1848, political upheaval broke out across Europe--except, it seems, in Britain. Why? For a century historians dismissed
Read Book The Last Shift Decline Of Handloom Weaving In Nineteenth Century Lancashire

revolutionary outbursts as mere economic protest or the work of trouble-makers. This book takes the full measure of protest and revolution in England, from the Jacobins of the 1790s and the Luddites of 1812 to the Chartists of 1839-48. Royle challenges the assertion that "Britain was different," drawing on recent research to show how the revolutionaries were defeated by government propaganda and the strength of popular conservatism.

**Emancipation and the remaking of the British Imperial world**

The Lancashire cotton industry doubtless counts among the most thoroughly researched industries in Britain. Cotton processing has attracted attention both as the pioneer of industrialization and the harbinger of industrial decline, in many ways typifying the development of the British economy from unchallenged global leader to the demise of large sectors of its manufacturing industry. Yet among the spate of book and articles published about the industry, there is a conspicuous lacuna. Gender, though rarely addressed specifically, permeates the industry's historiography nonetheless. This study tackles head-on the notion of gender within the cotton industry during the period 1880-1914, not so much to trace its effects on the industry itself, but instead concentrating on the ways gender radicalized particularly the female workers in the Lancashire mills. In so doing, it promotes the view that it was women weavers' experience of the way in which gender inequality in the labour process clashed with varying degrees of inequality in the other spheres of their lives that caused many of them to organize for the franchise. Their experience of equality in the labour process both sensitized them to inequality elsewhere and empowered them to fight against it by showing it to be a product of society rather than nature. 'Drawing on the examples provided by disenfranchised working-class men and middle-class women alike, they accounted for inequality in terms of their exclusion from the polity. In the process of holding their own against male co-workers, supervisory staff, employers, labour activists, politicians, and even many middle-class women, they evolved their own version of working-class femininity, which differed in important ways from the female domesticity that had a vibrant existence in labour rhetoric, but rarely beyond.

**Fossil Capital**

Loyalism and Radicalism in Lancashire, 1798-1815 is a lively and detailed account of popular politics in Lancashire during the later years of the French Revolution and during the Napoleonic wars. Drawing on a wide variety of sources, such as letters, diaries, and broadside ballads, it offers fresh insights into the complicated dynamics between radicalism, loyalism, and patriotism, and emphasises Lancashire's distinctive political culture and its place at the heart of the industrial revolution. This region witnessed some of the most intense, disruptive, and violent popular politics in this period and beyond. Highly active and vocal groups emerged - extreme republicans, more moderate radicals, Luddites, early trade unionists, and
also strong networks of 'Church-and-King' loyalists and Orange lodges. Katrina Navickas explains how this heady mix created a politically charged region where both local and national affairs played their part. She follows the inner workings of popular political activity in response to both internal and external threats, including loyalist processions and civic events, volunteer corps formed as defence against invasion, food riots, strikes by trade unions, and both secret and public meetings on the key issues of peace and parliamentary reform. Navickas argues for a distinct sense of regional identity that shaped not only local politics but also patriotism. Lancastrians felt British in the face of the French, but it was a particularly Lancastrian type of Britishness.

**Revolutionary Britannia?**

Once considered of little import, the social history of labor in the Middle East emerged in the 1980s as a major area of research, as historians sought to uncover the roots of working-class organizing. This volume, the first in an important new series, presents a broad overview of recent literature on the history of workers in the Middle East since 1800 in a bold effort to bring together new directions in research and to reexamine the relevance of established ones. Contributors explore the history of labor by situating state-led industrialization within the context of older artisanal social communities. They examine how industrialization enhanced government control over the economy as a whole and analyze the public's reaction to centralized economic authority. They also explain the longevity of social coalitions supporting state industrial monopolies and examine their breakdown, along with the emergence of Islamist and other oppositional movements. Taken together the essays provide a historically grounded context for viewing the shifting relationship between states and the world economy as well as between particular states and classes and form a rich synthesis of current interdisciplinary literature on work and workers in the region.

**Fashion and Authorship**

In 1850 the Industrial Revolution came to an end. In 1851 the Great Exhibition illustrated to the whole world the supremacy of industrial England. For the next twenty years Britain reigned supreme. From around 1870 Britain began to decline. Britain is now a second rate power with strong memories of its former supremacy. The above five sentences summarise a common view of the sequencing of Britain’s rise and relative fall, a stereotype that is challenged and modified in the essays of The Golden Age. By concentrating on central aspects of social and industrial change authors expose the underpinnings of supremacy, its unsung underside, its tarnished gold. Major themes cover industrial and technological change, social institutions and gender relations in a period during which industry and industrialism were equally celebrated and nurtured. Against this background it is difficult to argue for any sudden decline of energy, assets or institution, nor for any significant
move from an industrial society to one in which a hearty manufacturing was replaced by commerce and land, sensibility and artifice.

**The Routledge Research Companion to Nineteenth-Century British Literature and Science**

This edited volume explores and analyses strategic thinking, military reform and adaptation in an era of Asian growth, European austerity and US rebalancing. A significant shift in policy, strategy and military affairs is underway in both Asia and Europe, with the former gaining increasing prominence in the domain of global security. At the same time, the world’s powers are now faced with an array of diverse challenges. The resurgence of great power politics in both Europe and Asia, along with the long term threats of terrorism, piracy and sustained geopolitical instability has placed great strain on militaries and security institutions operating with constrained budgets and wary public support. The volume covers a wide range of case studies, including the transformation of China’s military in the 21st century, the internal and external challenges facing India, Russia’s military modernization program and the USA’s reassessment of its strategic interests. In doing so, the book provides the reader with the opportunity to conceptualize how strategic thinking, military reform, operational adaptation and technological integration have interacted with the challenges outlined above. With contributions by leading scholars and practitioners from Europe and Asia, this book provides a valuable contribution to the understanding of strategic and operational thinking and adjustment across the world. This book will be of much interest to students of military and strategic studies, security studies, defence studies, Asian politics, Russian politics, US foreign policy and IR in general.

**Decline of Ideology?**

Made in Lancashire charts the move from an agrarian to a manufacturing base in the county and follows the growth and decline of industry in the region from Tudor times to the present day.

**The Last Shift**

An essential and handy reference work to England and the United Kingdom in general. Contains concise dictionary entries on the prominent personalities, events, and institutions that shaped British history as well as entries that detail noteworthy places and aspects of the country's economic, social, and cultural life. This historical dictionary also provides a handy overview of geography and history of the country, a chronology, lists of monarchs and prime ministers, several maps, and a
substantial bibliography

**International Bibliography of Business History**

From the mid-eighteenth century to the early nineteenth century, the English Old Poor Law was waning, soon to be replaced by the New Poor Law and its dreaded workhouses. In *Writing the Lives of the English Poor, 1750s-1830s* Steven King reveals colourful stories of poor people, their advocates, and the officials with whom they engaged during this period in British history, distilled from the largest collection of parochial correspondence ever assembled. Investigating the way that people experienced and shaped the English and Welsh welfare system through the use of almost 26,000 pauper letters and the correspondence of overseers in forty-eight counties, *Writing the Lives of the English Poor, 1750s-1830s* reconstructs the process by which the poor claimed, extended, or defended their parochial allowances. Challenging preconceptions about literacy, power, social structure, and the agency of ordinary people, these stories suggest that advocates, officials, and the poor shared a common linguistic register and an understanding of how far welfare decisions could be contested and negotiated. King shifts attention away from traditional approaches to construct an unprecedented, comprehensive portrait of poor law administration and popular writing at the turn of the nineteenth century. At a time when the western European welfare model is under sustained threat, *Writing the Lives of the English Poor, 1750s-1830s* takes us back to its deepest roots to demonstrate that the signature of a strong welfare system is malleability.

**Regulating the British Economy, 1660-1850**

As regionalism assumes new importance in Britain and throughout the EU, this work brings together historians and geographers to offer regional perspectives on Britain that avoid both the traditional parochialism of local history and the generalizations of a national approach.

**Authentic**

As editor Kenneth E. Hendrickson, III, notes in his introduction: “Since the end of the nineteenth-century, industrialization has become a global phenomenon. After the relative completion of the advanced industrial economies of the West after 1945, patterns of rapid economic change invaded societies beyond western Europe, North America, the Commonwealth, and Japan.” In *The Encyclopedia of the Industrial Revolution in World History* contributors survey the Industrial Revolution as a world historical phenomenon rather than through the traditional lens of a development largely restricted to Western society. *The Encyclopedia of the Industrial Revolution in World History* is a three-volume work of over 1,000 entries on the rise and
spread of the Industrial Revolution across the world. Entries comprise accessible but scholarly explorations of topics from the “aerospace industry” to “zaibatsu.” Contributor articles not only address topics of technology and technical innovation but emphasize the individual human and social experience of industrialization. Entries include generous selections of biographical figures and human communities, with articles on entrepreneurs, working men and women, families, and organizations. They also cover legal developments, disasters, and the environmental impact of the Industrial Revolution. Each entry also includes cross-references and a brief list of suggested readings to alert readers to more detailed information. The Encyclopedia of the Industrial Revolution in World History includes over 300 illustrations, as well as artfully selected, extended quotations from key primary sources, from Thomas Malthus’ “Essay on the Principal of Population” to Arthur Young’s look at Birmingham, England in 1791. This work is the perfect reference work for anyone conducting research in the areas of technology, business, economics, and history on a world historical scale.

**Africans and the Industrial Revolution in England**

Presents current statistical data on economic activity.

**Manufacturing the Cloth of the World**

Tracing the continuities and trends in the complex relationship between literature and science in the long nineteenth century, this companion provides scholars with a comprehensive, authoritative and up-to-date foundation for research in this field. In intellectual, material and social terms, the transformation undergone by Western culture over the period was unprecedented. Many of these changes were grounded in the growth of science. Yet science was not a cultural monolith then any more than it is now, and its development was shaped by competing world views. To cover the full range of literary engagements with science in the nineteenth century, this companion consists of twenty-seven chapters by experts in the field, which explore crucial social and intellectual contexts for the interactions between literature and science, how science affected different genres of writing, and the importance of individual scientific disciplines and concepts within literary culture. Each chapter has its own extensive bibliography. The volume as a whole is rounded out with a synoptic introduction by the editors and an afterword by the eminent historian of nineteenth-century science Bernard Lightman.

**Chartism**

Slavery and the slavery business have cast a long shadow over British history. In 1833, abolition was heralded as evidence of Britain’s claim to be the modern global power. Yet much is still unknown about the significance of the slavery business and...
emancipation in the formation of modern imperial Britain. This book engages with current work exploring the importance of slavery and slave-ownership in the re-making of the British imperial world after abolition in 1833. The contributors to this collection, drawn from Britain, the Caribbean and Mauritius, include some of the most distinguished writers in the field: Clare Anderson, Robin Blackburn, Heather Cateau, Mary Chamberlain, Chris Evans, Pat Hudson, Richard Huzzey, Zoë Laidlaw, Alison Light, Anita Rupprecht, Verene A. Shepherd, Andrea Stuart and Vijaya Teelock. The impact of slavery and slave-ownership is once again becoming a major area of historical and contemporary concern: this book makes a vital contribution to the subject.

**Mill Girls and Strangers**

"Sue Wilkes's accessible and informative handbook outlines Lancashire’s history and describes the origins of its major industries - cotton, coal, transport, engineering, shipbuilding and others. She looks at the stories of important Lancashire families such as the Stanleys, Molyneuxs and Egertons, and famous entrepreneurs such as Richard Arkwright, in order to illustrate aspects of Lancashire life and to show how the many sources available for family and local history research can be used. Relevant documents, specialist archives and libraries, background reading and other sources are recommended throughout this practical book. Also included is a directory of Lancashire archives, libraries and academic repositories, as well as databases of family history societies, useful genealogy websites, and places to visit which bring Lancashire’s past to life"--Book jacket.

**Loyalism and Radicalism in Lancashire, 1798-1815**

Aimed at visitors and residents alike, this companion to the history of Preston is an indispensable reference guide to the long, varied and sometimes surprising story of the city. Essential information on the people, places and events that played key roles in the story is presented in a convenient A to Z format. Famous and notorious individuals are portrayed here, dramatic, sometimes tragic events are remembered, and familiar local myths and legends are explored. The volume is a source of fascinating insights into Preston's past and should provide answers to frequently asked historical questions - the whos, wheres and whys that make up the rich history of the city.

**Historical Dictionary of the United Kingdom: England and the United Kingdom**

DIVThis remarkable book looks at hundreds of autobiographies penned between 1760 and 1900 to offer an intimate firsthand account of how the Industrial Revolution was experienced by the working class. The Industrial Revolution brought...
not simply misery and poverty. On the contrary, Griffin shows how it raised incomes, improved literacy, and offered exciting opportunities for political action. For many, this was a period of new, and much valued, sexual and cultural freedom.

The rich personal account focuses on the social impact of the Industrial Revolution, rather than its economic and political histories. In the tradition of best-selling books by Liza Picard, Judith Flanders, and Jerry White, Griffin gets under the skin of the period and creates a cast of colorful characters, including factory workers, miners, shoemakers, carpenters, servants, and farm laborers.

The Encyclopedia of the Industrial Revolution in World History

Inspired by recent research on the cultural impact of economic change, an international team of leading academics and younger scholars examine the ways in which state and society responded to fundamental economic transition. The studies embrace all aspects of the regulatory process, from developing ideas on the economy, to the passage of legislation, and to the negotiation of economic policy and change in practice. The book challenges the general characterization of the period as a shift from a regulated economy to a more laissez-faire system, highlighting the uncertain but significant relationship between the state and economic interests across the long eighteenth century.

The Wharncliffe Companion to Preston

On 16 August, 1819, at St Peter's Field, Manchester, armed cavalry attacked a peaceful rally of some 50,000 pro-democracy reformers. Under the eyes of the national press, 18 people were killed and some 700 injured, many of them by sabres, many of them women, some of them children. The 'Peterloo massacre', the subject of a recent feature film and a major commemoration in 2019, is famous as the central episode in Edward Thompsons Making of the English Working Class. It also marked the rise of a new English radical populism as the British state, recently victorious at Waterloo, was challenged by a pro-democracy movement centred on the industrial north. Why did the cavalry attack? Who ordered them in? What was the radical strategy? Why were there women on the platform, and why were they so ferociously attacked? Using an immense range of sources, and many new maps and illustrations, Robert Poole tells for the first time the full extraordinary story of Peterloo: the English Uprising.

Cotton Enterprises: Networks and Strategies

Brands are everywhere. Branding is central to political campaigns and political protest movements; the alchemy of social media and self-branding creates overnight celebrities; the self-proclaimed “greening” of institutions and merchant goods is
nearly universal. But while the practice of branding is typically understood as a tool of marketing, a method of attaching social meaning to a commodity as a way to make it more personally resonant with consumers, Sarah Banet-Weiser argues that in the contemporary era, brands are about culture as much as they are about economics. That, in fact, we live in a brand culture. Authentic™ maintains that branding has extended beyond a business model to become both reliant on, and reflective of, our most basic social and cultural relations. Further, these types of brand relationships have become cultural contexts for everyday living, individual identity, and personal relationships—what Banet-Weiser refers to as “brand cultures.” Distinct brand cultures, that at times overlap and compete with each other, are taken up in each chapter: the normalization of a feminized “self-brand” in social media, the brand culture of street art in urban spaces, religious brand cultures such as “New Age Spirituality” and “Prosperity Christianity,” and the culture of green branding and “shopping for change.” In a culture where graffiti artists loan their visions to both subway walls and department stores, buying a cup of “fair-trade” coffee is a political statement, and religion is mass-marketeted on t-shirts, Banet-Weiser questions the distinction between what we understand as the “authentic” and branding practices. But brand cultures are also contradictory and potentially rife with unexpected possibilities, leading Authentic™ to articulate a politics of ambivalence, creating a lens through which we can see potential political possibilities within the new consumerism.