



Capitalism's Eye: Cultural Spaces of the Commodity

Kevin Hetherington

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Capitalism's Eye is an extremely ambitious cultural history of how people experienced commodities in the era of industrial expansion. Writing against the dominant argument that the 'society of the spectacle' emerged fully formed in the mid-nineteenth century, Kevin Hetherington explains that the emergence of a culture of mass consumption dominated by visual experience was a much slower process, not truly ascendant until after the First World War. Looking at the department stores, home life, and the great exhibitions around the turn of the last century, *Capitalism's Eye* promises to transform how we understand both the cultural history of capitalism in America and Europe and the historical roots of the mediated spectacle that dominates our world today.

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