

Contents

Acknowledgments vii

Introduction 3

SEBASTIAN VOIGT

Section One: Ambiguities

1 Crisis or Opportunity? Amway and an Unfamiliar Story
of Economic Growth in the 1970s 35

JESSICA BURCH

2 Crisis? What Crisis? Mass Consumption in Great Britain
in the 1970s and Early 1980s 56

SINA FABIAN

3 Decent Work in the Home? Household Workers and the Crisis
of Social Reproduction since the 1970s 78

EILEEN BORIS

Section Two: Adaptations

4 The Clandestine Crisis: Migrant Labour in an Age
of Deindustrialization 103

MICHAEL KOZAKOWSKI

5 Challenges of Computerization and Globalization:
The Example of the Printing Unions, 1950s to 1980s 129

KARSTEN UHL

- 6 Soft Skills in an Age of Crises: Continuing Training as an
Economic Coping Strategy in West German Companies 153
FRANZISKA REHLINGHAUS

Section Three: (Dis-)Continuities

- 7 Deindustrialization and the Globalization Discourse
in France since 1980 189
ANDREAS WIRSCHING
- 8 Look to the Future, Embrace Your Past: Regional
Industrialization Policies and Their Aftermath 209
BART HOOGEBOOM AND MARIJN MOLEMA
- 9 The End of Long-Established Certainties: The Transformation
of Germany Inc. since the Late 1980s 237
HARTMUT BERGHOFF

Contributors 267

Index 269