



# Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America

*Thomas Jundt*

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

# Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America

Thomas Jundt

## Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America Thomas Jundt

In popular imagination, environmentalism is often linked to Rachel Carson's *Silent Spring* and the political activism of the 1960s and '70s that moved increasing numbers of Americans to insist on a better quality of life—open spaces, clean air and water, beautification campaigns. But these interpretations have obscured the significant origins of environmentalism as a moral and intellectual broadside against the growing power of corporate capitalism, both domestically and in the postwar liberal international order the United States was enacting abroad.

In *Greening the Red, White, and Blue*, Thomas Jundt shows how many Americans came to view powerful corporations and a federal government bent on economic growth as threats to human health and the environment. Fallout from atomic testing, air and water pollution, the proliferation of pesticides and herbicides—all connected to the growing dominance of technology and corporate capitalism in American life—led a variety of constituencies to seek solutions in what came to be known as environmentalism. In addition to political and legal campaigns to effect change, an alternative form of civic participation emerged beginning in the late-1940s as growing numbers of citizens turned to what they deemed environmentally friendly consumption practices. The goal of this politically charged consumption was not only to protect themselves and their families from harm, but also to achieve social change at a time when many believed the government was placing the desires of business before the needs of its citizens. Politicians responded to the growing environmental concerns of middle class Americans, but, in the end, continual political compromises with corporate power meant weak laws and lax enforcement. Many citizens sought refuge in an alternative "green" marketplace—including organic foods, natural-fiber clothing, alternative energy, and everyday products designed to have minimal environmental impact. In doing so, they attempted to create a community for those who shared their concerns and frustrations, as well as their vision for a different American Way.

Thomas Jundt's work highlights the intertwining of consumerism and environmentalism amidst the growing power of corporate capitalism and government in postwar America.

 [Download Greening the Red, White, and Blue: The Bomb, Big Busine ...pdf](#)

 [Read Online Greening the Red, White, and Blue: The Bomb, Big Busi ...pdf](#)

**Download and Read Free Online Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America Thomas Jundt**

---

## **Download and Read Free Online Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America Thomas Jundt**

---

### **From reader reviews:**

#### **Kevin Kennard:**

The event that you get from Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America is a more deep you searching the information that hide inside the words the more you get enthusiastic about reading it. It does not mean that this book is hard to understand but Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America giving you enjoyment feeling of reading. The writer conveys their point in a number of way that can be understood by simply anyone who read that because the author of this e-book is well-known enough. This book also makes your vocabulary increase well. Therefore it is easy to understand then can go along with you, both in printed or e-book style are available. We recommend you for having this kind of Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America instantly.

#### **Lorraine Stark:**

Reading a book being new life style in this calendar year; every people loves to go through a book. When you go through a book you can get a lots of benefit. When you read books, you can improve your knowledge, simply because book has a lot of information onto it. The information that you will get depend on what kinds of book that you have read. If you wish to get information about your review, you can read education books, but if you act like you want to entertain yourself read a fiction books, these kinds of us novel, comics, in addition to soon. The Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America offer you a new experience in looking at a book.

#### **Gretchen Clark:**

Many people spending their time period by playing outside having friends, fun activity having family or just watching TV all day long. You can have new activity to enjoy your whole day by examining a book. Ugh, do you think reading a book will surely hard because you have to bring the book everywhere? It okay you can have the e-book, having everywhere you want in your Smartphone. Like Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America which is getting the e-book version. So , try out this book? Let's observe.

#### **Joseph Felder:**

Do you like reading a e-book? Confuse to looking for your favorite book? Or your book had been rare? Why so many problem for the book? But just about any people feel that they enjoy regarding reading. Some people likes reading, not only science book but additionally novel and Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America or perhaps others sources were given expertise for you. After you know how the fantastic a book, you feel wish to read more and more. Science reserve was created for teacher or maybe students especially. Those textbooks are helping them to include their knowledge. In other case, beside science publication, any other book likes Greening the Red,

White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America to make your spare time far more colorful. Many types of book like this.

**Download and Read Online Greening the Red, White, and Blue:  
The Bomb, Big Business, and Consumer Resistance in Postwar  
America Thomas Jundt #C4GL6NEZU29**

## **Read Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt for online ebook**

Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt books to read online.

### **Online Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt ebook PDF download**

**Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt Doc**

**Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt Mobipocket**

**Greening the Red, White, and Blue: The Bomb, Big Business, and Consumer Resistance in Postwar America by Thomas Jundt EPub**