

Culture Unbound: Americanization & Everyday Life in Sweden

Tom O'Dell



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Explaining the mechanisms behind the larger processes of globalization, modernization, and cultural imperialism, this book explores the realms of daily life in Sweden and how cultural impulses are actually integrated in the lives of ordinary people. The dreams, opinions, actions, and consumption desires of individuals with different social backgrounds are considered, determining the significance the processes of Americanization have had in shaping and influencing the form and content of everyday life in Sweden.

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