

The Consumer Revolution, 1650–1800

The production, acquisition, and use of consumer goods defines our daily lives, and yet consumerism is seen as increasingly controversial. Movements for sustainable and ethical consumerism are gaining momentum alongside an awareness of how our choices in the marketplace can affect public issues. How did we get here? *The Consumer Revolution, 1650–1800* advances a bold new interpretation of the “consumer revolution” of the eighteenth century, when European elites, middling classes, and even certain laborers purchased unprecedented quantities of clothing, household goods, and colonial products. Michael Kwass adopts a global perspective that incorporates the expansion of European empires, the development of world trade, and the rise of plantation slavery in the Americas. Kwass analyses the emergence of Enlightenment material cultures, contentious philosophical debates on the morality of consumption, and new forms of consumer activism to offer a fresh interpretation of the politics of consumption in the age of abolitionism and the Atlantic Revolutions.

MICHAEL KWASS is a professor of history at The Johns Hopkins University. He is author of *Privilege and the Politics of Taxation in Eighteenth-Century France: Liberté, Égalité, Fiscalité* (Cambridge University Press, 2000), which received the David H. Pinkney Prize; and *Contraband: Louis Mandrin and the Making of a Global Underground* (Harvard University Press, 2014), which was awarded the J. Russell Major Prize, the Gilbert Chinard Prize, the Annibel Jenkins Prize, and the Oscar Kenshur Prize.

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The Consumer Revolution, 1650–1800

Michael Kwass
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Abbreviations

AHR	<i>American Historical Review</i>
AHRF	<i>Annales historiques de la Révolution française</i>
EHR	<i>Economic History Review</i>
FH	<i>French History</i>
FHS	<i>French Historical Studies</i>
HJ	<i>Historical Journal</i>
JDH	<i>Journal of Design History</i>
JEH	<i>Journal of Economic History</i>
JMH	<i>Journal of Modern History</i>
JWH	<i>Journal of World History</i>
PP	<i>Past & Present</i>
SVEC	<i>Studies in Voltaire and the Eighteenth Century</i>
WMQ	<i>William and Mary Quarterly</i>

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