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EDUCATION

Ph.D., U.S. History, SUNY at Stony Brook, 1978
M.A., U.S. History, SUNY at Stony Brook, 1971
B.A., History, Reed College, 1969

PROFESSIONAL POSITIONS

Richards Professor of American History, University of Delaware, 2009-
Professor of History, University of Delaware, 1999-2009
Senior Resident Scholar, Center for the History of Business, Technology, and Society, Hagley
Museum and Library, 1999-2008
Visiting Professor of Cultural History, Bard Graduate Center for Studies in the Decorative Arts,
Design, and Culture, 1998-99
Professorial Lecturer, University Honors Program, George Washington University, 1998
Visiting Professor, Dept. of American Civilization, George Washington University, 1996
Research Fellow, German Historical Institute, Washington, D.C., January 1993-December 1995
Founding Director, University Honors Program and Associate Professor, Departments of History
and American Civilization, George Washington University, January 1990-June 1992
Lecturer, Department of History, Princeton University, Spring 1989
Member of the Faculty/U.S. History, The Evergreen State College, 1975-1988

BOOKS

A Historical Herbal: Healing with Plants in a Developing Consumer Culture. Current project.
Sound in the Era of Mechanical Reproduction. Editor, with David Suisman. Hagley Perspectives
on Business and Culture, University of Pennsylvania Press, 2009.
Commodifying Everything: Relationships of the Market. Editor. Hagley Perspectives on Business
and Culture, Routledge, 2003.
Who Built America? Working People and the Nation's Economy, Politics, Culture, and Society,
rev. ed., v. II. Worth Publishers, 2000. With Nelson Lichtenstein and Roy Rosenzweig.
Waste and Want: A Social History of Trash. Metropolitan Books/Henry Holt, 1999. Paperback,
Owl Books/Henry Holt, 2000. Korean translation, E-Who Publishing, 2010.
Getting and Spending: American and European Consumer Societies in the Twentieth Century.
Cambridge University Press, 1998. Editor, with Charles McGovern and Matthias Judt.
*Social Justice Feminists in the United States and Germany: A Dialogue in Documents, 1885-
1933.* Cornell Univ. Press, 1998. Editor, with Kathryn Kish Sklar and Anja Schöler.
Satisfaction Guaranteed: The Making of the American Mass Market. New York: Pantheon

Books, 1989, paperback 1990. Korean translation, Gimm-Young Co., 1991. Second paperback edition, Smithsonian Institution Press, 1996; new preface, 2004. Italian translation, il Mulino, 1999. Japanese translation, Toyokeizai Shinposha, forthcoming. *Washington: Images of a State's Heritage*. Spokane: Melior, for the Washington Centennial Commission, 1988. With Carlos Schwantes, David Nicandri, and Katherine Morrissey. *Never Done: A History of American Housework*. New York: Pantheon Books, 1982. Second paperback edition, Owl Books/Henry Holt, 2000.

AWARDS AND FELLOWSHIPS

Fulbright Senior Lecturer, JFK Institute for North American Studies, Free University of Berlin, spring 2011
International Visiting Fellowship, ESRC/AHRC Cultures of Consumption Programme, Birkbeck College, University of London, fall 2005
Research Support Grant, Schlesinger Library, Radcliffe Institute for Advanced Study, Harvard University, 2005-2006
Abel Wolman Award, Public Works Historical Society, 2000 (for *Waste and Want*)
Residency, Rockefeller Study and Conference Center, Bellagio, Italy, 1996
Guggenheim Fellowship, 1992-93
Newcomen Fellowship in Business History, Harvard Business School, 1985-86
American Council of Learned Societies Fellowship, 1984-85
Fellow, Bunting Institute, Radcliffe College, 1984-85
Washington State Governor's Writer's Day Award, 1983 (for *Never Done*)
Sierra Prize, Western Association of Women Historians, 1983 (for *Never Done*)
Inquiring Minds Scholar, Washington Commission for the Humanities, 1983-84
Smithsonian Institution Predoctoral Fellowship, 1973-75
Woodrow Wilson Fellowship, 1969-70

ARTICLES

"Reimagining the Distaff Toolkit," in R. Solinger, ed., *Reimagining the Distaff Toolkit* exhibition catalog, Bennington Museum and others, 2008.
"Sponsorship and Snake Oil: Medicine Shows and Public Culture," in Marguerite S. Shaffer, ed., *Public Culture: Diversity, Democracy, and Community in the United States* (University of Pennsylvania Press, 2008).
"Commodifying Lydia Pinkham: The Woman, The Company, The Medicine," American College of Obstetricians and Gynecologists *Clinical Review*, July/August 2007.
"Comments on Lichtenstein, 'Supply Chains, Workers' Chains,'" *Labor: Studies in Working-Class History of the Americas*, vol. 4, Spring, 2007.
"Commodifying Lydia Pinkham: A Woman, A Medicine, and a Company in a Developing Consumer Culture," Working Paper #32, ESRC/AHRB Cultures of Consumption Programme, <http://www.consume.bbk.ac.uk/publications.html>
"Woolworth to Wal-Mart: Mass Merchandising and the Changing Culture of Consumption," Nelson Lichtenstein, ed., *Wal-Mart: The Face of 21st Century Capitalism* (New Press, 2006).
"The Alien Past: Consumer Culture in Historical Perspective," *Journal of Consumer Policy*, vol.

26, December, 2003.

- "Making Consumption Conspicuous: Transgressive Topics Go Mainstream," *Technology and Culture*, October, 2002. <http://oah.org/pubs/magazine/progressive/strasser.html>
- "Ecology and Apocalypse," in N. Finzsch and H. Wellenreuther, eds., *Visions of the Future in Germany and America* (Berg, 2001).
- "A Social History of Trash," *Orion: People and Nature*, Autumn 2000.
- "Customer to Consumer: The New Consumption in the Progressive Era," *OAH Magazine of History*, Spring 1999.
- "From Walden to Wal-Mart: Consumers and their Critics," in Michael Brower and Warren Leon, *The Consumer's Guide to Effective Environmental Choices* (Harmony Books, 1999).
- "Leftovers and Litter: Food Waste in Late 20th Century America," *The Yulee Lectures: Six Years of Domestic Controversies* (Women's Studies Program, George Washington U., 1997).
- "Comment," in Norbert Finzsch and Jürgen Martschukat, eds., *Different Restorations: Reconstruction and "Wiederaufbau" in Germany and the United States, 1865-1945-1989* (Berghahn, 1996); *Rekonstruktion und Wiederaufbau in Deutschland und den Vereinigten Staaten* (Stuttgart: F. Steiner, 1996).
- "Consumption," *Encyclopedia of the United States in the 20th Century*, ed. by Stanley I. Kutler. (New York: Scribner's, 1995).
- "The Smile That Pays: The Culture of Traveling Salesmen, 1880-1920," in James B. Gilbert, et al., eds., *The Mythmaking Frame of Mind: Social Imagination and American Culture*. (Belmont, California: Wadsworth, 1992).
- "Waste and Want: The Other Side of Consumption." German Historical Institute Annual Lecture Series, No. 5. (Providence: Berg, 1992).
- "Housework," *The Readers' Companion to American History*, edited by Eric Foner and John A. Garraty. Boston: Houghton Mifflin, 1991.
- "Chain Stores." Harvard Business School case 0-386-127 (revised), 1985.
- "An Enlarged Human Existence? Technology and Household Work in Nineteenth Century America," Sarah F. Berk, ed., *Women and Household Labor*. Beverly Hills: Sage, 1980.
- "Mistress and Maid, Employer and Employee: Domestic Service Reform in the United States, 1897-1920," *Marxist Perspectives*, 1 (Winter, 1978).
- "The Business of Housekeeping: The Ideology of the Household at the Turn of the Twentieth Century," *Essays on the Social Relations of Work and Labor*, special issue of *Insurgent Sociologist*, VIII (Fall, 1978).

REVIEWS

- The Untilled Garden: Natural History and the Spirit of Conservation in America, 1740-1840*, by Richard W. Judd, *Technology and Culture*, forthcoming.
- "Books That Made A Difference: Teaching Angel Kwolek-Folland's *Engendering Business*," *Business History Review*, Spring, 2007.
- Pocketbook Politics: Economic Citizenship in Twentieth-Century America*, by Meg Jacobs, *American Historical Review*, February, 2006.
- Salaula: The World of Secondhand Clothing and Zambia*, by Karen Tranberg Hansen, *Enterprise and Society*, September, 2001.
- Advertising Progress: American Business and the Rise of Consumer Marketing*, by Pamela

- Walker Laird, *Technology and Culture*, January, 2001.
- Kids' Stuff: Toys and the Changing World of American Childhood*, by Gary Cross, *Business History Review*, Autumn, 1998.
- Chasing Dirt: The American Pursuit of Cleanliness*, by Suellen Hoy, and *Washing "The Great Unwashed": Public Baths in Urban America, 1840-1920*, by Marilyn Thornton Williams, *Reviews in American History*, September, 1996.
- "Garbage! The History and Politics of Trash in New York City," exhibit at The New York Public Library, *Journal of American History*, June, 1996.
- Living In, Living Out: African American Domestic Workers in Washington, D.C., 1910-1940*, by Elizabeth Clark-Lewis, *Washington History*, 7 (Spring/Summer 1995).
- Making America Corporate*, by Olivier Zunz, *American Historical Review*, February, 1992.
- "Men and Women: A History of Costume, Gender and Power," exhibit at the National Museum of American History, *Radical History Review*, Winter, 1991.
- Women: American Women in Their Own Words*, by Mark Baker, *Washington Post*, February 23, 1990.
- Building Domestic Liberty: Charlotte Perkins Gilman's Architectural Feminism*, by Polly Wynn Allen, *American Historical Review*, 95 (June, 1990).
- The Second Shift: Working Parents and the Revolution at Home*, by Arlie Hochschild, *Washington Post*, June 4, 1989.
- Revolution at the Table: The Transformation of the American Diet*, by Harvey A. Levenstein, *New York Times Book Review*, March 27, 1988.
- Advertising the American Dream*, by Roland Marchand; *Symbols of America*, by Hal Morgan; and *The Morality of Spending*, by Daniel Horowitz, *New England Quarterly*, LIX (March-December, 1986).
- Image Worlds: Corporate Identities at General Electric, 1890-1930*, by David Nye, *Business History Review*, 60 (Summer, 1986).
- Immigrant Women in the Land of Dollars*, by Elizabeth Ewen, *The Nation*, February 8, 1986.
- The Servant Problem: Domestic Workers in America*, by Linda Martin and Kerry Segrave, *Journal of American History*, Vol. 72 (December, 1985).
- Test and Protest: The Influence of Consumers Union*, by Norman Silber, *Science and Society*, XLIX (Winter, 1985-86).
- In the Company of Educated Women*, by Barbara Solomon, *Boston Review*, August, 1985.
- More Than A Labour of Love: Three Generations of Women's Work in the Home*, by Meg Luxton, *Insurgent Sociologist*, XII (Winter, 1985).
- Serving Women: Household Service in Nineteenth Century America*, by Faye E. Dudden, *New England Quarterly*, LVI (December, 1983).
- Cowgirls: Women of the American West, An Oral History*, by Teresa Jordan. *Pacific Northwest*, January-February, 1983.
- Radical Protest and Social Structure*, by Michael Schwartz, *Insurgent Sociologist*, VIII (Winter, 1978).

SELECTED RECENT PAPERS AND TALKS

- Commentary, "Secondhand Culture: Waste, Value, and Materiality," Bard Graduate Center: Decorative Arts, Design History, Material Culture," New York City, 2010.

"Commercializing Everyday Medicine: A Historical Herbal," invited paper for "Decoding Modern Consumer Societies. Preliminary Results, Ongoing Research, Future Agendas," a conference at the German Historical Institute, Washington, 2008.

Roundtable, "Modernity and Waste," The Philoctetes Center for the Multidisciplinary Study of Imagination, New York City, 2007.

"The History of American Consumer Culture: From the Home to a Global Empire," Robert A. Friedman History Symposium, Baruch College, 2007

"Commodifying Lydia Pinkham: The Woman, The Medicine, The Company," National Library of Medicine, History of Medicine Division, Seminar in the History of Medicine, 2006

"From Wanamaker's to Wal-Mart: The Changing Culture of Consumption," at "Wal-Mart, Race and Gender: Local Controversies, Global Processes," University of Chicago, 2006

"Living in the Material World: Producing, Consuming, and (Post-)Modern Lifestyles," keynote address, ESRC/AHRC Cultures of Consumption Programme's Annual Conference for Award holders, Strathclyde University, Glasgow, 2005.

"Making Waste and the Dynamics of Housekeeping," at "Restless Interiors" workshop, ESRC/AHRC Cultures of Consumption Programme, Victoria and Albert Museum, 2005.

"Two-Way Trade: American Peddlers and Wholesalers in the 19th Century," Trade, Retailing and Consumption History Seminar, Centre for the History of Retailing and Distribution, University of Wolverhampton, UK, 2005.

Faculty Point of View, Frye Leadership Institute, Emory University, Council on Library Resources, 2005-2008

Krefeld Symposium on German and American History, Krefeld, Germany, 2005

Engineering Colloquium Series, NASA Goddard Space Flight Center, 2004

Winterthur Fall Institute, Winterthur Museum, Garden, and Library, 2004, 2003.

"The Transformation of Public Culture," Miami University, Oxford, Ohio, 2004.

"Wal-Mart: Template for 21st Century Capitalism?" University of California at Santa Barbara, 2004.

Seminar, AHRB Research Centre for Environmental History, Universities of Stirling and St. Andrews, Scotland, 2003

Departmental Seminar, Lancaster University (UK) Department of Sociology, 2003

Seminar, North America Program, University of Bonn, and Anglo-American Department of the History Seminar, University of Cologne, 2003

Seminar, Max-Planck-Institut für Geschichte and Department of History, Georg-August-Universität, Göttingen, 2003

History Colloquium, John F. Kennedy Institute for North American Studies, Free University of Berlin, Germany, 2003

Labor lecture series, Historisches Seminar, University of Hamburg, Germany, 2003

Keynote, 2003 Wyoming Humanities Festival, Casper College, Casper, Wyoming

Keynote, International Household and Family Research Conference, Helsinki, July 2002

Critical Voices Series, New Museum of Contemporary Art, New York, 2002

Organization of American Historians, 2002

American Society for Environmental History, 2002

Frugal Household Symposium, Smithsonian National Museum of American History, 2001

OTHER RECENT PROFESSIONAL WORK

Herbert Feis Award committee, American Historical Association, 2009-2012
With Philip Scranton and Roger Horowitz, editor, *Hagley Perspectives on Business and Culture*, a series with University of Pennsylvania Press, 2006-2009
Lerner-Scott Dissertation Award Committee, Organization of American Historians, 2004-2005
Awards Committee, Public Works Historical Society, 2002-2005
Editorial Advisory Board, *Business History Review*, 1999-present
Editorial Board, *Environmental History*, 2001-present
Article reviewing: *American Quarterly*, *Business History Review*, *Enterprise and Society*, *Feminist Studies*, *Journal of American History*, *New England Quarterly*, *Signs*, *Technology and Culture*, *Journal of Industrial Ecology*
Grant and application reviewing: Berkshire Conference of Women Historians, National Endowment for the Humanities, Bunting Institute, Winterthur Museum
Consulting: Archives Center, Center for Advertising History, and Ethnic Imagery Project, Smithsonian Institution; Henry Ford Museum; Lehigh County Historical Society; Missouri Historical Society; Nomad Productions (for "Talking Trash"); KCTS/Seattle (on camera in "Affluenza"); History Channel (on camera in "Modern Marvels"); Maine State Museum
Commentator: American Studies Association (2000), Organization of American Historians (2004, 2010), Business History Conference (2000, 2006)

TEACHING

The Evergreen State College, 1975-1988 - Evergreen's curriculum features close student-faculty contact and interdisciplinary team teaching. My courses emphasized U.S. cultural, social, business and labor history; women's studies; environmental studies; and technology and social change.

Princeton University, Spring 1989 - I team taught Introduction to Women's Studies with Christine Stansell of the History Department and Valerie Smith of the English Department.

George Washington University, January 1990-June 1992 - Although my responsibilities at GW were primarily administrative, I taught a capstone course for senior honors students, a seminar on consumer culture for honors students and American Civilization graduate students, and an honors section of the 1-credit freshman course.

Bard Graduate Center for Studies in the Decorative Arts, Design, and Culture, 1998-99 - I taught four graduate seminars: History of American Advertising; History of Consumer Culture; Domesticity, House, and Home in 19th c. America; Technology and the Making of the Modern World.

University of Delaware, 1999-present - I have taught graduate research and writing seminars and the following graduate reading seminars: History of Industrialization; Cultures of Consumption; American Environmental History; 20th Century U.S. Social & Cultural History; Business, Culture and Society in Modern America; and History and the Global Environment. For undergraduates, I have taught sophomore and senior seminars on consumer culture and both global and American environmental history, and developed a version of the US History survey course based on primary sources, most of them on the World Wide Web.