

## **SUSAN STRASSER**

Department of History  
University of Delaware  
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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**

Professor of History, University of Delaware, 1999-present  
Senior Resident Scholar, Center for the History of Business, Technology, and Society,  
Hagley Museum and Library, 1999-present  
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,  
Spring 1998  
Visiting Research Professor, Department of American Civilization, George Washington  
University, Spring 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

### **AWARDS AND FELLOWSHIPS**

International Visiting Fellowship, Cultures of Consumption Programme, Birkbeck Col-  
lege, 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

## BOOKS

- 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*, revised edition, vol. II. Worth Publishers, 2000. With Nelson Lichtenstein and Roy Rosenzweig.
- Waste and Want: A Social History of Trash*. Metropolitan Books/ Henry Holt, 1999. Paperback edition, Owl Books/Henry Holt, 2000.
- 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 Schüler.
- 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 Publications, 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.

## SELECTED ARTICLES

- "Sponsorship and Snake Oil: Medicine Shows and Public Culture," in Marguerite Shaffer, ed., *Going Public: A Consideration of Public Culture in the United States* (University of Pennsylvania Press, forthcoming 2006).
- "Woolworth to Wal-Mart: Mass Merchandising and the Changing Culture of Consumption, in Nelson Lichtenstein, ed., *Wal-Mart: A Field Guide to 21<sup>st</sup> 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.
- "Ecology and Apocalypse," in Norbert Finzsch and Hermann 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* (Har-

mony Books, 1999).

"Leftovers and Litter: Food Waste in Late Twentieth Century America," in *The Yulee Lectures: Six Years of Domestic Controversies* (Women's Studies Program, The George Washington University, 1997).

### SELECTED ARTICLES, cont.

"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 Publishers, 1992. Also in *The Peculiarities of U.S. Consumer Culture*, Rutgers Center for Historical Analysis Consumer Cultures in Historical Perspective Project, Working Series 1.

"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," in Sarah Fenstermaker Berk, ed., *Women and Household Labor*. Beverly Hills: Sage, 1980.

### SELECTED REVIEWS

*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.

*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.  
*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.

## SELECTED PAPERS AND TALKS

"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  
 Krefeld Symposium on German and American History, Krefeld, Germany, 2005, 1999, 1993  
 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, 1998, 1996, 1994  
American Society for Environmental History, 2002, 1995  
Frugal Household Symposium, Smithsonian National Museum of American History,  
2001  
Keynote Address, Recycling Council of Ontario, 2000  
Environmental Literacy Program Interdisciplinary Lecture Series, University of  
Virginia, 2000  
Richard Metz Kenin Memorial Lecture, Reed College, 1999 (televised on C-SPAN)  
University of Utah, 1998  
Kenyon College, 1997

### **OTHER PROFESSIONAL WORK**

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  
Program Faculty, The National Faculty-Smithsonian Summer Institute, 1999  
Ford Foundation Seminar on Representations and Meanings of Black Women's Work,  
1995-97  
Managing Board of Editors, *American Quarterly*, 1993-1995  
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 Mu-  
seum  
Consulting: Archives Center, Center for Advertising History, and Ethnic Imagery  
Project, Smithsonian Institution; Henry Ford Museum; Lehigh County Histori-  
cal 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: Berkshire Conference on the History of Women (1993), Winterthur  
Conference (1992), American Studies Association (1992, 1997, 2000), Busi-  
ness History Conference (2000)

### **COURSES TAUGHT**

The Evergreen State College, 1975-1988

Evergreen has an unusual curriculum featuring close student-faculty contact and interdisciplinary team teaching. I taught in courses emphasizing U.S. cultural, social, business and labor history; women's studies; mass communications; environmental studies; and technology and social change.

Princeton University, Spring 1989

At Princeton, 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

At Bard, I taught four graduate seminars: History of American Advertising; History of Consumer Culture; Domesticity, House, and Home in 19th Century America; and Technology and the Making of the Modern World.

University of Delaware, September 1999-present

At UD, I have taught a graduate research and writing seminar and the following graduate reading seminars: History of Industrialization; Cultures of Consumption; American Environmental History; and Business, Culture and Society in Modern America. For undergraduates, I have taught sophomore and senior level seminars, and the developed a version of the second half of the US History survey course based on primary sources, most of them available on the World Wide Web. An early version of the syllabus may be found at [www.udel.edu/History/strasser/206SYLLABUSs02\\_htm](http://www.udel.edu/History/strasser/206SYLLABUSs02_htm).