Thursday, November 6

6:00-8:00 pm  Welcome Reception at the GHI

Friday, November 7

9:00-9:30 am  Breakfast at the GHI

9:30 am  Welcome and Introduction

Section I: Research in the History of Consumption: An Appraisal
Chair: Uta A. Balbier (GHI Washington)

9:45-10:05 am  Heinz-Gerhard Haupt (European University Institute Florence): Research on the History of Consumption in Europe: An Overview

10:05-10:25 am  Gary Cross (Pennsylvania State University): Research on the History of Consumption in the USA: An Overview

10:25-11:00 am  Discussion

11:00-11:30 am  Coffee break
11:30-11:50 am  **James P. Woodard** (Montclair State University):  
North Atlantic Models of Consumption and the Global South

11:50-12:10 pm  **Alan Warde** (University of Manchester):  
The Emergence of European Consumer Culture in Sociological Perspective

12:10-12:30 pm  Discussion

12:30-2:00 pm  Lunch Break

2:00-2:20 pm  **Pamela W. Laird** (University of Colorado):  
The Role of the Corporation: Business History and the History of Consumption

2:20-2:40 pm  **Frank Uekötter** (Deutsches Museum München):  
Affluence and Sustainability: Environmental History and the History of Consumption

2:40-3:15 pm  Discussion

3:15-3:45 pm  Coffee break

**Section II: Current Projects**  
Chair: Hartmut Berghoff

3:45-4:05 pm  **Uta A. Balbier** (GHI Washington):  
Hope and Salvation: Promises and Consumption of Religion

4:05-4:25 pm  **Susan Strasser** (University of Delaware):  
Selling Health: Advertising and Selling of Medical Herbs

4:25-5:00 pm  Discussion

5:00-5:20 pm  **Anke Ortlepp** (GHI Washington):  
Consuming Sights: History of Tourism

5:20-5:40 pm  **Uwe Spiekermann** (GHI Washington):  
Towards Science-based Nutrition: Science and Food Consumption in 20th Century Germany

5:40-6:10 pm  Discussion

7:00 pm  **Conference Dinner**  
Iron Gate Inn Restaurant  
1734 N St. NW
Saturday, November 8

9:00-9:30 am Breakfast at the GHI

**Section II: Current Projects** (continued)
Chair: Uwe Spiekermann (GHI Washington)

9:30-9:50 am Hartmut Berghoff (GHI Washington):
The Nazi Response towards the Western Model of Consumption

9:50-10:10 am S. Jonathan Wiesen (Southern Illinois University):
Marketing and Consumer Research in Nazi Germany

10:10-10:40 am Discussion

10:40-11:10 am Coffee Break

**Section III: Towards a Future Agenda**
Chair: Uwe Spiekermann (GHI Washington)

11:10-11:30 am Nico Stehr (Zeppelin University Friedrichshafen):
What’s fair? The Morality of Consumption

11:30-11:50 am Daniel Horowitz (Smith College):
Consumers and Markets: Intellectual Debates on the Consumer Society

11:50-12:20 pm Discussion

12:20-1:30 pm Pizza Lunch at the GHI

1:30-1:50 pm Matthew Hilton (University of Birmingham):
The Buyers Strike Back: Organized Consumerism in International Perspective

1:50-2:10 pm Jan Logemann (Pennsylvania State University):
Consumption and Space: Economic and Ecological Consequences of Consumerism

2:10-2:40 pm Discussion

2:40-3:15 pm Final Discussion