

# Contents

<i>Acknowledgements</i>	viii
Introduction: Production to Consumption	1
<b>PART I THE PRODUCTION-ORIENTED PHASE</b>	
1 Hardware: the Economy, Society and Ideologies of Production	11
2 The Literary Response ( <i>i</i> )	33
3 The Rise of the Entrepreneur in the Work of Howells, Norris and Dreiser	48
4 The Condition of the Poor in the Work of Howells, Dreiser and Sinclair	74
<b>PART II THE CONSUMPTION-ORIENTED PHASE</b>	
5 Software: the Economy, Society and Ideologies of Consumption	97
6 The Literary Response ( <i>ii</i> )	121
7 Class and the Consumption Ethic: Dreiser's <i>An American Tragedy</i>	135
8 The Rich are Different: Scott Fitzgerald and the Leisure Class	150
9 Satire and Sentiment: Sinclair Lewis and the Middle Class	168
10 Undemocratic Vistas: Dos Passos, Mass Society and Monopoly Capital	183
11 Consumer Man in Crisis: Arthur Miller's <i>Death of a Salesman</i>	202
<i>Notes and References</i>	214
<sup>+</sup> <i>Select Bibliography</i>	230
<i>Index</i>	232