

SUSAN STRASSER

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EDUCATION:

Ph.D., Stony Brook University, 1978

M.A., Stony Brook University, 1971

B.A., Reed College, 1969

PROFESSIONAL POSITIONS:

Richards Professor Emerita of American History, University of Delaware, 2014-present; Richards Professor 2009-2014; Professor of History, 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, 1998-99

Professorial Lecturer, University Honors Program, George Washington University, 1998; Visiting Research Professor, Dept. of American Civilization, George Washington University, 1996

Research Fellow, German Historical Institute, Washington, D.C., 1993-1995

Founding Director, University Honors Program and Associate Professor, Depts. of History and American Civilization, George Washington University, 1990-1992

Lecturer, Dept. of History, Princeton University, 1989

Member of the Faculty/U.S. History, The Evergreen State College, 1975-1988

CURRENT PROJECTS:

A White Historian Reads Black History – <http://susanstrasser.net/a-white-historian-reads-black-history/>

Herbstory: Medicinal Plants in American History – www.herbstory.info

BOOKS:

Never Done: A History of American Housework, Pantheon, 1982, Owl/Holt, 2000.

Satisfaction Guaranteed: The Making of the American Mass Market, Pantheon, 1989, pap. 1990, Korean, Gimm-Young Co., 1991, 2nd pap., Smithsonian, 1996; new preface, 2004. Italian, il Mulino, 1999, Japanese, Toyokeizai Shinposha, 2011.

Waste and Want: A Social History of Trash, Metropolitan/ Henry Holt, 1999, paperback ed., Owl/Holt, 2000; Korean, E-Who Publishing, 2010.

Editor, *Commodifying Everything: Relationships of the Market*, Routledge, 2003

Editor, with Charles McGovern and Matthias Judt, *Getting and Spending: American and European Consumer Societies in the Twentieth Century*, Cambridge, 1998

Editor, with David Suisman. *Sound in the Era of Mechanical Reproduction*. Hagley Perspectives on Business and Culture, University of Pennsylvania Press, 2009.

With Nelson Lichtenstein and Roy Rosenzweig, *Who Built America? Working People and the Nation's Economy, Politics, Culture, and Society*, rev. ed., vol. II, Worth, 2000

Editor, with Kathryn Kish Sklar and Anja Schüler, *Social Justice Feminists in the United States and Germany: A Dialogue in Documents, 1885-1933*, Cornell, 1998

With Carlos Schwantes, David Nicandri, and Katherine Morrissey, *Washington: Images of a State's Heritage*, Melior, for the Washington Centennial Commission, 1988

SELECTED ARTICLES:

"What's in Your Microwave Oven," Opinion page, [New York Times, April 15, 2017](#)

"Snake Oil Revisited: Household Medicine and the Condescension of Posterity," [Process: A Blog for American History, March 21, 2017](#)

Ida B. Wells: *Southern Horrors* (1892), oder Von der Notwendigkeit eines starken Magens," in O. Stieglitz & J. Martschuket," *Race & Sex: Eine Geschichte der Neuzeit* (Neofelis Verlag, 2016).

"Toward a History of Trashmaking," in R. D'Arienzo and C. Younès, *Recycler L'Urbain: Pour une Écologie des Milieux Habités* (Métis Presses, 2014).

"Woolworth to Wal-Mart: Mass Merchandising and the Changing Culture of Consumption, in N. Lichtenstein, *Wal-Mart: The Face of 21st C. Capitalism* (New Press, 2005), reprinted in D. Andrews, *Shopping: Material Culture Perspectives* (University of Delaware Press, 2014).

"Complications and Complexities: Reflections on Twentieth-Century European Recycling," *Contemporary European History*, 22, 3 (2013).

"A Historical Herbal: Household Medicine and Herbal Commerce in a Developing Consumer Society," in U. Spiekerman & H. Berghoff, *Decoding Modern Consumer Societies* (Palgrave, 2012)

"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 Shaffer, *Public Culture: Diversity, Democracy, and Community in the United States* (U. of Pa., 2006)

"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/working_papers/Strasserlydia1704.doc

"The Alien Past: Consumer Culture in Historical Perspective," *Journal of Consumer Policy*, 26, December, 2003.

"Making Consumption Conspicuous: Transgressive Topics Go Mainstream," *Technology & Culture*, October, 2002.

"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).

"Consumption," *Encyclopedia of the United States in the 20th Century*, ed. by Stanley I. Kutler. (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*. (Wadsworth, 1992).

"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*. (Sage, 1980).

SELECTED PAPERS AND TALKS: "Snake Oil Revisited: Plant Medicines in American History," City of Takoma Park; United States Botanic Garden, 2017; Montgomery County Master Gardeners, 2018; "A White Historian Confronts Residential Segregation," "A White Historian Explores Black Voting Rights," "A White Historian Confronts Lynching," "A White Historian Confronts Slavery," various community and religious venues*, 2016-19;" "God's Entrepreneurs: The Shaker Herb Industry," Shaker Seminar, Mt. Lebanon, NY, 2013; "Snake Oil Revisited," Organization of American Historians, 2013; "Rags, Bones, & Plastic Bags: Trash in Industrial America," Peabody Museum, Harvard, 2011 and University of Gottingen, 2013; "Household Medicine & Herbal Commerce in a Developing Consumer Society," Westfälische Wilhelms-Universität, Münster, 2011; "Woolworth to Wal-Mart: Mass Merchandising & the Changing Am. Culture of Consumption," U. of Bonn, U. of Rostock, Free U. of Berlin, Ruprecht-Karls-Universität, Heidelberg, 2011; "Re/Cycling Histories," Rachel Carson Center for Environment & Society, Munich, 2011; "Herbal Medicine & Herbal Commerce in a Developing Consumer Culture," U. of Pa. Dept. of History & Sociology of Science, Princeton Programs in the History of Science & Women and Gender Studies, 2011.

OTHER PROFESSIONAL WORK: Scholar Summit, Congressional Committee on the American Museum of Women's History, 2016; Herbert Feis Award committee, American Historical Assn., 2009-2012; co-editor, Hagley Perspectives on Business and Culture, 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*, 1999-2014; Editorial Board, *Environmental History*, 2001-2012; Consulting: Archives Center, Center for Advertising History, Ethnic Imagery Project, *American Enterprise* exhibition, Food History Roundtable, Smithsonian Institution; Henry Ford Museum; Lehigh County Historical Society; Maine Historical Society; Missouri Historical Society; Nomad Productions (for "Talking Trash"); KCTS/Seattle (on camera in "Affluenza"); The History Channel (on camera in "Modern Marvels").

AWARDS AND FELLOWSHIPS: Fulbright Senior Lecturer, JFK Institute for N. American Studies, Free U. of Berlin, 2011; International Visiting Fellowship, Cultures of Consumption Programme, Birkbeck College, U. of London, 2005; Research Grant, Schlesinger Library, Radcliffe Institute for Advanced Study, Harvard U., 2005-2006; Abel Wolman Award, Public Works Historical Society, 2000; Residency, Rockefeller Bellagio Study & Conference Center, 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, 1984-85; Wash. State Governor's Writer's Day Award, 1983; Sierra Prize, Western Assn. of Women Historians, 1983; Smithsonian Institution Predoctoral Fellowship, 1973-75; Woodrow Wilson Fellowship, 1969-70.

*for list of venues, see <http://susanstrasser.net/wp-content/uploads/2019/02/White-Historian-talks.docx>