



Auto Opium: A Social History of American Automobile Design

David Gartman

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This much needed book is the first to provide a comprehensive history of the profession and aesthetics of American automobile design. The author reveals how the appearance of the automobile was shaped by the social conflicts arising from America's mass production system. He connects the social struggles of American society with the organizational struggles of designers to create symbol-laden substitutes for the American dream. Theoretically sophisticated, lucid and compelling, *Auto-Opium* will appeal to all interested in the American obsession with the car.

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