



## The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch"

By Steffen Kirilmaz

GRIN Verlag GmbH Apr 2011, 2011. Taschenbuch. Book  
 Condition: Neu. 212x146x2 mm. This item is printed on demand -  
 Print on Demand Neuware - Facharbeit (Schule) aus dem Jahr  
 2011 im Fachbereich Englisch - Landeskunde, einseitig bedruckt,  
 Note: 1, Geschwister-Scholl-Gymnasium Lüdenscheid, Sprache:  
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 'The illusion of America as a wonderland will continue as long as it's profitable to continue the illusion. At the point where the illusion becomes too expensive to maintain, they will just take down the scenery, they will move the tables and chairs out of the way, then they will pull back the curtains and you will see the brick wall at the back of the theatre.' (Frank Zappa)  
 1 Frank Zappa used this phrase to show the capitalistic policy in America and its successful way in spreading out its mass culture all over the world. What is it, that fascinates so much that one wants to live the American way/dream  
 Wear the same things like Americans...



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