

## JAN LUDWIG LOGEMANN

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### Education

- 2002-2007 Ph.D. in History, Pennsylvania State University
- 1996-2002 Magister Artium (M.A.) in Modern History, Humboldt Universität zu Berlin
- 1998-1999 Graduate work in history & political science, *Pennsylvania State University*

### Employment

- Since 2014 Georg-August Universität Göttingen, Institute for Social and Economic History  
*Wissenschaftlicher Mitarbeiter (equivalent Asst. Professor)*
- 2010-2014 German Historical Institute, Washington D.C.  
*Research Fellow and Research Group Director “Transatlantic Perspectives: Europe in the Eyes of European Immigrants to the United States, 1940-1980”*
- 2009 - 2010 German Historical Institute, Washington D.C.  
*Visiting Research Fellow in the History of Consumption*
- 2008 (Fall) Bloomsburg University of PA  
*Visiting Assistant Professor in History*
- 2008 (Spring) Pennsylvania State University  
*Lecturer in History*
- 2002 – 2007 Pennsylvania State University  
*Teaching and Research Assistant, Pre-doctoral Lecturer*

### Areas of Research Interest

- Modern Germany and United States
- Comparative / Transatlantic history
- History of Consumption
- History of Emigration

### Current Research Project:

“Transnational “Consumer Engineers”: European Immigrants and the Transformation of American Consumer Culture from the 1920s to the 1960s” (book project under contract with Chicago University Press)

## **Publications**

### ***Books and Edited Volumes:***

*Transnational “Consumer Engineers”: European Immigrants and the Transformation of American Consumer Culture from the 1920s to the 1960s* (book-length manuscript under contract with University of Chicago Press)

*“Consumer Engineering”: Marketing Between Planning Euphoria and the Limits of Growth.* Edited Volume with Gary Cross and Ingo Köhler (forthcoming with Palgrave, 2018).

*Consumption on the Home Front During the Second World War: A Transnational Perspective,* Edited Volume with Hartmut Berghoff and Felix Römer (Oxford: Oxford University Press, 2017).

*More Atlantic Crossings? European Voices and the Postwar Atlantic Community.* Edited with Mary Nolan, (Washington: German Historical Institute, 2014) (= *GHI Bulletin Supplement* 10).

*Europe – Migration – Identity*, special issue of *National Identities*, edited with Donna Gabaccia and Sally Gregory Kohlstedt 15,1 (2013). Republished as: *Europe, Migration and Identity: Connecting Migration Experiences and Europeanness*, Edited Volume with Donna Gabaccia and Sally Gregory Kohlstedt (London: Routledge, 2014).

*Trams or Tailfins: Public and Private Prosperity in Postwar West Germany and the United States* (Chicago: University of Chicago Press, 2012).

*Reviewed in: American Historical Review, Central European History, EH-Net, Journal of American History, Journal of Economic History, German History, Planning Perspectives, Reviews in American History, Social History.*

*The Development of Consumer Credit in Global Perspective: Business, Regulation, and Culture,* Edited Volume (New York: Palgrave, 2012).

### ***Journal Articles***

“Consumer Modernity as Cultural Translation. European Émigrés and Knowledge Transfers in Mid-Century Design and Marketing,” in: *Geschichte und Gesellschaft* (forthcoming Fall 2017).

“Transatlantische Karrieren und transnationale Leben: zum Verhältnis von Migrantenbiographien und transnationaler Geschichte“, in: *BIOS* 28 (2015): 1-23.

“Was bleibt von Wilhelm Kaisens Amerika? Zur Geschichte der transatlantischen Beziehungen aus bremscher Perspektive,“ in: *Bremisches Jahrbuch* 94 (2015): 204-224.

“Europe – Migration – Identity: Connections between Migration Experiences and Europeanness,” *National Identities* 15,1 (2013): 1-8.

“Remembering ‘Aunt Emma’: Small Retailing between Nostalgia and a Conflicted Past,” *Journal of Historical Research in Marketing* 5,2 (2013): 151-171.

- “Is It in the Interest of the Consumer to Pay Taxes? Transatlantic Differences in Postwar Approaches to Public Consumption,” *Journal of Consumer Culture* 11 (2011): 339-365.
- “Americanization through Credit? A Transnational and Comparative History of Consumer Credit in Germany, 1860s - 1960s,” *Business History Review* 85, 3 (2011): 529-50.
- “The Myth of a Bygone Cash Economy: Consumer Lending in Germany from the Nineteenth Century to the Mid-Twentieth Century,” with Uwe Spiekermann, *Enterprises et Histoire* 59 (2010): 12-27.
- “Different Paths to Mass Consumption: Consumer Credit in the United States and West Germany during the 1950s and ‘60s,” *Journal of Social History* 41 (2008), pp. 525 – 559.

### ***Other Articles and Book Chapters***

- “Der Atlantik Einbahnstraße? Wechselseitige Transfers durch Emigranten und Rückkehrer um die Mitte des 20. Jahrhunderts,” in: Volker Benkert (ed.), *Feinde, Freunde, Fremde? Deutsche Perspektiven auf die USA* (Baden-Baden: Nomos, forthcoming 2017).
- “From Wartime Research to Post-War Affluence: European Émigrés and the Engineering of American Wartime Consumption,” in: Berghoff / Logemann / Römer (eds.), *Consumption on the Home Front During the Second World War: A Transnational Perspective* (Oxford: Oxford University Press, 2017), pp. 279-300.
- “Towards Marketing Management: German Marketing in the 19<sup>th</sup> and 20<sup>th</sup> Century,” (with Ingo Köhler) in: Jones / Tadjewski (ed.), *Routledge Companion to Marketing Research* (New York: Routledge, 2016), 371-388.
- “Down and Out Downtown? Transatlantische Unterschiede in der Entwicklung urbaner Einkaufsräume, 1945-2010,” in Michael Prinz (ed.), *Die vielen Gesichter des Konsums, 1850-2000* (Paderborn: Ferdinand Schöningh, 2015), pp. 231-249.
- “More Atlantic Crossings? European Voices and the Postwar Atlantic Community,” in Jan Logemann and Mary Nolan (ed.), *More Atlantic Crossings?* (Washington: German Historical Institute, 2014), pp. 3-17.
- “European Imports? European Immigrants and the Transformation of American Consumer Culture from the 1920s to the 1960s,” *GHI Bulletin* 52 (Spring 2013): 113-133.
- "Hans Knoll," in *Immigrant Entrepreneurship: German-American Business Biographies, 1720 to the Present*, vol. 5, edited by R. Daniel Wadhvani. German Historical Institute. Last modified July 23, 2012. <http://www.immigrantentrepreneurship.org/entry.php?rec=63>
- “Beyond Self-Service: The Limits of ‘Americanization’ in Post-war West-German Retailing in Comparative Perspective” in Lydia Nembach (ed.), *Transformation of Retailing in Europe after 1945* (London: Ashgate, 2012), pp. 87-100.
- “Consumption and Space: Inner-City Pedestrian Malls and the Consequences of Changing Consumer Geographies,” in Hartmut Berghoff / Uwe Spiekermann (eds.), *Decoding Modern Consumer Societies* (New York: Palgrave, 2012), pp. 149-170.

“Transatlantic Perspectives: Europe in the Eyes of European Immigrants to the United States, 1930-1980,” with Andreas Joch, Corinna Ludwig, Ashley Narayan, and Barbara Reiterer, *GHI Bulletin* 48 (Spring 2011): 85-99.

“Where to Shop? The Geography of Consumption in the Twentieth Century Atlantic World,” in *GHI Bulletin* 45 (Fall 2009), pp. 55-68.

“Einkaufsparadies und ‘Gute Stube’: Fußgängerzonen in Westdeutschen Innenstädten der 1950er bis 1970er Jahre,” in Adelheid v. Saldern (ed.), *Stadt und Kommunikation in bundesrepublikanischen Umbruchszeiten* (Stuttgart: Franz Steiner, 2006), pp. 103-122.

**Reviews in:**

*Archiv für Sozialgeschichte, Business History Review, Enterprise & Society, German Studies Review, The German Quarterly, Social History, Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte, H\_Soz-u-Kult, H-Transatlantic German Studies*

**Conference Presentations**

“Translating ‘American’ consumer culture: émigré marketing experts as cultural brokers,” Embedding Cultural Brokers, University of Konstanz, July 2017.

“Engineers of Creativity: Industrial Designers and Consumer Researchers as Marketing Consultants at Mid-Century,” Centre for Business History, Copenhagen Business School, May 2017.

“Eine ‘Wiener Schule’ der Marktforschung? Konsumentenforschung und Social Engineering im transatlantischen Austausch, 1930er bis 1960er Jahre,” Jahrestagung GUG Arbeitskreis Marketinggeschichte, Nürnberg, May 2017.

“Lost in Translation: Conflicted Adaptations and the Limits of Knowledge Transfer among European Émigrés, 1930s-1950s,” German Studies Association Annual Meeting, San Diego, September 2016.

“Engineering Creativity: Market Research and Product Design in Mid-Century USA”, Gesellschaft für Unternehmensgeschichte und Association for Business History, Berlin, Mai 2016.

“The Transatlantic Career of Paul Lazarsfeld: On Biography as Transnational History, Tagung der Deutschen Gesellschaft für Amerikastudien (DGFA), Tutzingen, Februar 2016.

“Konsumenten produzieren“ – Externes Expertenwissen in Entscheidungsprozessen amerikanischer Unternehmen in den 1930er-1950er Jahre, 38. Wissenschaftliches Symposium der Gesellschaft für Unternehmensgeschichte, Wien, Oktober 2015.

“Was bleibt von Kaisers Amerika? Geschichte der transatlantischen Beziehungen aus bremischer Perspektive“, Annual Kaisen Lesung, Rathaus Bremen, Mai 2015.

“ ‘Amerikanisierung’ als transatlantische Einbahnstraße? Transfers durch Emigranten und Rückkehrer nach 1945,“ Feinde, Freunde, Fremde? Deutsche Perspektiven auf die USA nach 1945, Politische Akademie Tutzing, Mai 2015.

“The American Consumption Model: Rethinking its Origins and its Impact on Transatlantic Relations after 1945,” Rethinking Transatlantic Relations, NYU Berlin, März, 2015.

- “Émigrés as Transnational Knowledge Entrepreneurs: Alfred Politz, Ernst Dichter, and Mid 20<sup>th</sup> - Century ‘Consumer Engineering’, American Historical Association Annual Meeting, New York, Januar 2015.
- “Transatlantische Karrieren: Migrantenbiographien und Transnationale Geschichte,“ Workshop Biographieforschung, Universität Regensburg, November 2014.
- “Transatlantische ‚Consumer Engineers‘: Europäische Migranten und die amerikanische Welt der Waren, 1930er-1960er Jahre,“ Institut für Geschichte, Universität Düsseldorf, November 2014.
- “Consumer Credit in Comparative Perspective,“ Workshop Credit Regulation after 1945, Queens University Belfast, September 2014.
- “European Émigrés and the Engineering of American Wartime Consumption, “ Tagung The Consumer on the Home Front Second World War, DHI London, Dezember 2013.
- “Down and Out Downtown? Transatlantische Unterschiede in der Entwicklung urbaner Einkaufsräume, 1945-2010,“ Tagung Die vielen Gesichter des Konsums 1850-2000, LWL-Instituts für Westfälische Regionalgeschichte, Münster, November 2013.
- “Designing the “American Dream”?: European Immigrants and Mid-Twentieth-Century U.S. Commercial Culture,“ American Studies Association, Washington, November 2013.
- “Translating the Modern World of Goods: Émigré Marketing Experts between Europe and the United States,“ Workshop Migrants as Translators, IGdJ, Hamburg, Oktober 2013.
- “Transatlantic Perspectives: Elitenmigration und transatlantische Transfers im ‘American Century,’ Ost-West Transfers, Universität Regensburg, Juli 2013.
- “Public Goods and Modern Consumer Societies: The Citizen as Consumer,“ Workshop Consumption and Politics / Consumption as Politics, Columbia University, New York, März 2013.
- “Der Blick zurück: ‚Europa‘ in den Augen europäischer Migranten in den USA,“ 49. Deutscher Historikertag, Mainz, September 2012.
- “‘European’ Immigrants and ‘American’ Consumer Design: Knoll Associates and the Making of Transatlantic Design Modernism,“ European Business History Association, Paris, August 2012.
- “From Vienna to Mass Market: Psychology, Interwar Socialism, and American Commercial Consumerism,“ German Studies Association, Louisville, KY, September 2011.
- “Transatlantic Perspectives: Europe in the Eyes of European Immigrants to the United States, 1930-1980,“ Konferenz Translating Europe: Gesellschaftliche Europavorstellungen im 20. Jahrhundert, University of Giessen, Juli 2011.
- “European Immigrants and Commercial Design in the United States: Transnational Exchanges and Transfers in Graphic and Industrial Design, 1920-1960,“ Business History Conference, St. Louis, MO, March 2011.
- “Remembering ‘Aunt Emma’: Retail Space and Urban Conflict in Twentieth Century Bremen,“ German Studies Association, Oakland, CA, Oktober 2010.
- “Consumer Credit in Transatlantic Perspective,“ Tagung Consommer à Crédit en XXe Siècle, International University of Paris Ouest Nanterre-La Défense, Januar 2010.
- “Reacting to Affluence: Consumer Confidence during the Postwar Boom Era in West Germany and the United States,“ German Studies Association Annual Conference, Fairfax, Oktober 2009.

- “Beyond Self-Service: The Limits of Americanization in Postwar West-German Retailing in Comparative Perspective,” Tagung Retailing in Postwar Europe, Universität Köln, September 2009.
- “Consumption and Space: Economic and Ecological Consequences of Consumerism” at “Decoding Modern Consumer Societies,” German Historical Institute, November 2008.
- “Private Affluence and Public Poverty? Private and Public Consumption in West Germany During the 1960s,” American Historical Association, Washington D.C., Januar 2008.
- “‘Modern’ Shopping and the ‘Bourgeois Ethos of Consumption’: Postwar Cultures of Consumption in West Germany and the United States”, Modern History Workshop, Penn State University, April 2007.
- “Eine Grenze der Amerikanisierung? Der Umgang mit Konsumentenkredit in den 1950er und ’60er Jahren in Deutschland und den USA im Vergleich“ Tagung Soziale Praxis des Kredits, Arbeitskreis für Wirtschafts- und Sozialgeschichte der Historischen Kommission für Niedersachsen und Bremen, Hannover, November 2005.
- “Making Room for Consumers: Pedestrian Malls in Germany and the Challenge to Urban Space during the Post-war Era of Mass Consumption,” at “Space and Place in History” 3<sup>rd</sup> Annual Graduate Student Conference, Penn State University, Oktober 2005.
- “Consumer Living Space: Pedestrian Malls and Suburban Shopping Centers in West Germany and the United States” at German Studies Association Annual Conference, Milwaukee, September 2005.
- “A European Past: German Émigré Historians in America (1930s-’50s),” Tagung Culture and the State, University of Alberta, Edmonton, Mai 2003.