

JAN LUDWIG LOGEMANN

THEATERSTRASSE 24, 37073 GÖTTINGEN

TELEFON (OFFICE): (+49) 0551-39-7404

EMAIL: JAN.LOGEMANN@WIWI.UNI-GOETTINGEN.DE

[HTTP://WWW.UNI-GOETTINGEN.DE/DE/JAN-LOGEMANN-PHD/482073.HTML](http://WWW.UNI-GOETTINGEN.DE/DE/JAN-LOGEMANN-PHD/482073.HTML)

Education

- 2002-2007 Ph.D. in History, Pennsylvania State University
 “Shaping Affluent Societies: Divergent Paths to a Mass Consumer Society in West Germany and the United States during the Postwar Boom Era “
 Advisor: Gary Cross
 Fields: 1. History of Consumption, 2. Modern Germany, 3. Modern United States, 4. Political Theory
- 1996-2002 Magister Artium (M.A.) in Modern History, Humboldt Universität zu Berlin
 “Europa in den Werken von aus Deutschland in die USA emigrierten Historikern während der 1950er und 1960er Jahre“
 Advisor: Hartmut Kaelble
 Fields: 1. Modern History, 2. North-American Studies (at John F. Kennedy Institute, *Freie Universität Berlin*), 3. Political Science
- 1998-1999 Graduate work in history & political science, *Pennsylvania State University*
- 1995 Abitur, *Altes Gymnasium* (Bremen, Germany)
- 1993 High School Diploma, *Sistersville High School* (Sistersville, WV)

Employment

- Since 2014 Georg-August Universität Göttingen, Institute for Social and Economic History,
 Wissenschaftlicher Mitarbeiter (Assistant 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 Marketing & Consumption
- History of Emigration

Current Research Project:

Book project:

“Transnational “Consumer Engineers”: European Immigrants and the Transformation of American Consumer Culture from the 1920s to the 1960s”

Research group director (2010-2014):

“*Transatlantic Perspectives: Europe in the Eyes of European Immigrants to the United States, 1940-1980*” (completed)

Website: <http://www.transatlanticperspectives.org/>

Publications

Books and Edited Volumes:

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).

Europe – Migration – Identity, special issue of *National Identities*, edited with Donna Gabaccia and Sally Gregory Kohlstedt 15,1 (2013).

More Atlantic Crossings? European Voices and the Postwar Atlantic Community, edited with Mary Nolan, *GHI Bulletin Supplement* 10 (2014).

Europe, Migration and Identity: Connecting Migration Experiences and Europeanness, Edited Volume with Donna Gabaccia and Sally Gregory Kohlstedt (London: Routledge, 2014).

Consumption on the Home Front During the Second World War: A Transnational Perspective, Edited Volume with Hartmut Berghoff and Felix Roemer (in preparation with Oxford University Press, 2015).

Peer Reviewed Journal Articles:

“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:

- “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* (in preparation with Oxford University Press 2015).
- “Marketing History – Germany,” (with Ingo Köhler) in: Jones / Tadajewski (ed.), *Routledge Companion to Marketing Research* (Routledge, forthcoming 2015).
- “Down and Out Downtown? Transatlantische Unterschiede in der Entwicklung urbaner Einkaufsräume, 1945-2010,” in Michael Prinz (ed.), *Die vielen Gesichter des Konsums, 1850-2000* (forthcoming 2015).
- “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 Wadhwani. 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:

Robert Fuchs, „Heirat in der Fremde. Deutschamerikaner in Cincinnati im späten 19. Jahrhundert (Studien zur Historischen Migrationsforschung 29), *Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte* (forthcoming 2015).

Gerulf Hirt, „Verkannte Propheten? Zur ‚Expertenkultur‘ (west-)deutscher Werbekommunikatoren bis zur Rezession 1966/67, *German History* (2014).

Lydia Langer, „Revolution im Einzelhandel. Die Einführung der Selbstbedienung in Lebensmittelgeschäften der Bundesrepublik Deutschland (1949-1973),“ *Archiv für Sozialgeschichte* (forthcoming 2014).

Kerstin Brückweh (ed.), „The Voice of the Citizen Consumer: A History of Market Research, Consumer Movements, and the Public Sphere,” *Business History Review* 87,2 (2013).

Konstanze Domhardt, The Heart of the City: Die Stadt in den transatlantischen Debatten der CIAM,” *H-Transatlantic German Studies* (Oct. 2012).

Joe Perry, “Christmas in Germany: A Cultural History,” *Social History* (2012).

Wendy A. Woloson, “In Hock: Pawning in America from Independence through the Great Depression,” *Business History Review* (2011).

Mary Poovey, “Genres of the Credit Economy,” *Journal of Social History* (2010).

Christian Kleinschmidt, „Konsumgesellschaft“ & Wolfgang König, „Kleine Geschichte der Konsumgesellschaft,” *Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte* 96,3 (2009).

Helmut Walser Smith, “The Continuities of German History: Nation, Religion, and Race across the Long Nineteenth Century,” *History: Reviews of New Books* (Fall 2008).

John Stilgoe, “Landscape and Images,” *Agricultural History* 81/3 (2007).

Peter Bleses and Martin Seeleib-Kaiser, “The Dual Transformation of the German Welfare State,” *German Studies Review* 29/2 (2006).

Allen Frantzen, “Bloody Good: Chivalry, Sacrifice, and the Great War,” *The German Quarterly* 78/2 (2005).

Miscellaneous Publications:

„HT 2014: Viele Verlierer, wenige Gewinner? Staatsverschuldung als Geschichte wert- und zweckrationalen Handelns in der zweiten Hälfte des 20. Jahrhunderts, 23.09.2014 – 26.09.2014 Göttingen,” in: H-Soz-Kult, 10.10.2014 <<http://www.hsozkult.de/conferencereport/id/tagungsberichte-5624>>. (Conference Report).

“Debt” in *Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies* (forthcoming 2015).

“Documents by Henry Miller,” in William Pencak (ed.), *Pennsylvania’s Revolution* (Penn State University Press, 2010), pp. 361-380 (translation with William Pencak).

“Mass Consumption in Postwar Europe (AHA 2008),” Conference Report, *H-German*, January 11, 2008.

“Organization Man” and “Segway,” in G. Cross, R. Maddox & W. Pencak (eds.), *Dictionary of American History: Dynamic Reference Edition* (Farmington Hills, MI: Charles Scribner’s Sons Reference Books, 2004)

“Sea World” and “Roller Skating,” in Gary Cross (ed.), *Encyclopedia of Recreation and Leisure in America*, (Woodbridge, Ct: Charles Scribner and Sons, 2004).

Professional Conferences

Papers Given

“Émigrés as Transnational Knowledge Entrepreneurs: Alfred Politz, Ernst Dichter, and Mid 20th - Century “Consumer Engineering,” at American Historical Association Annual Meeting, New York, January 2015.

„Transatlantische Karrieren: Migrantenbiographien und Transnationale Geschichte,“ at 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,” at Workshop Credit Regulation after 1945, Queens University Belfast, September 2014.

“European Émigrés and the Engineering of American Wartime Consumption, “ at The Consumer on the Home Front Second World War, GHI London, December 2013.

„Down and Out Downtown? Transatlantische Unterschiede in der Entwicklung urbaner Einkaufsräume, 1945-2010“ at 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,“ at American Studies Association, Washington, D.C November 2013.

“Translating the Modern World of Goods: Émigré Marketing Experts between Europe and the United States,” at “Migrants as Translators”, IGdJ, Hamburg, October 2013.

- “Transatlantic Perspectives: Elitenmigration und transatlantische Transfers im ‘American Century,’ at Ost-West Transfers, Universität Regensburg, July 2013.
- “Public Goods and Modern Consumer Societies: The Citizen as Consumer,” at “Consumption and Politics / Consumption as Politics,” Columbia University, New York, March 2013.
- “Der Blick zurück: “Europa” in den Augen europäischer Migranten in den USA” at 49th 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,” at German Studies Association, Louisville, KY, September 2011.
- “Transatlantic Perspectives: Europe in the Eyes of European Immigrants to the United States, 1930-1980,” at Translating Europe: Gesellschaftliche Europavorstellungen im 20. Jahrhundert, University of Giessen, July 2011.
- “European Immigrants and Commercial Design in the United States: Transnational Exchanges and Transfers in Graphic and Industrial Design, 1920-1960,” at Business History Conference, St. Louis, MO, March 2011.
- “Remembering ‘Aunt Emma’: Retail Space and Urban Conflict in Twentieth Century Bremen,” at German Studies Association, Oakland, CA, October 2010.
- “Consumer Credit in Transatlantic Perspective,” at Consommer à Crédit en XXe Siècle, International University of Paris Ouest Nanterre-La Défense, January 2010.
- “Reacting to Affluence: Consumer Confidence during the Postwar Boom Era in West Germany and the United States,” at German Studies Association Annual Conference, Fairfax, October 2009.
- “Beyond Self-Service: The Limits of Americanization in Postwar West-German Retailing in Comparative Perspective,” at Retailing in Postwar Europe, University of Cologne, 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., January 2008.
- “‘Modern’ Shopping and the “Bourgeois Ethos of Consumption”: Postwar Cultures of Consumption in West Germany and the United States” at 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“ at 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” 3rd Annual Graduate Student Conference, Penn State University, October 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)” at Culture and the State, University of Alberta, Edmonton, May 2003.

Comments on Panels

“Communities of Consumers? Social-Democratic Spaces in the Age of Postwar Mass Consumption,” American Historical Association, Chicago, IL, January 2012”

“Consuming Diasporas: Migration and Consumption from a Transnational Perspective,” Social Science History Association, Boston, MA, November 2011.

“The Empire of Advertising: Race, Colonialism, and Imperialism in the Commercial Culture from the Kaiserreich to the Third Reich,” German Studies Association, Oakland, CA, October 2010.

“‘Resilient Independents’? Changing Forms of Small Retailing during the Twentieth Century” Business History Conference, Athens GA, March 2010.

Conference Organization

Conference Co-convener (with Gary Cross and Ingo Koehler), “Consumer Engineering: Mid-Century Mass Consumption between Planning Euphoria and the Limits of Growth, 1930s-1970s,” University of Göttingen, March 26-28 2015.

Conference Co-convener (with Miriam Rürup): “Migrants as ‘Translators’: Mediating External Influences on Post World War II Western Europe, 1945-1973,” Institut fuer die Geschichte der deutschen Juden, Hamburg, October 2013.

Conference Co-convener (with Mary Nolan and Daniel Rodgers): “More Atlantic Crossings? Europe’s Role in an Entangled History of the Atlantic World, 1950s-1970s,” German Historical Institute, June 2012.

Conference Co-convener (with Donna Gabaccia and Sally Kohlstedt): “Europe – Migration – Identity,” Summer Seminar at the University of Minnesota, Minneapolis, MN, August 2011.

Conference Convener: “Cultures of Credit: Consumer Lending and Borrowing in Modern Economies,” German Historical Institute, February 2010.

Panel Organizer for panels at American Historical Association (2008, 2012), Business History Conference (2009, 2010, 2012), Deutscher Historikertag (2012), German Studies Association (2005, 2009, 2010, 2011).

Teaching Experience

Summer 2015	<i>Seminar "History of Advertising in the Era of Modern Mass Consumption"</i>
Summer 2015	<i>Seminar "Roads to Recovery: Overcoming Economic Crisis in Nazi Germany and New Deal America"</i>
Winter 2014	<i>Lecture Tutorial "Social and Economic History of 19th Century Germany"</i>
Winter 2014	<i>Seminar "Concepts and Methods of Social and Economic History"</i>
Summer 2014	<i>Seminar "Global Migration and the World Economy"</i>
Summer 2014	<i>Lecture Tutorial "The Global Economy in the 19th and 20th Centuries"</i>
Fall 2011	<i>Project Seminar "Transatlantic Perspectives" (at GHI Washington)</i>
Fall 2008	<i>2x Western Civilization to 1650</i> <i>3x Western Civilization since 1650</i>
Summer 2008	<i>American Civilization since 1877 (web course)</i>
Spring 2008	<i>2x Western Heritage II</i>
Spring 2008	<i>Western Heritage I</i>
Spring 2008	<i>America Between the Wars</i>
Fall 2007	<i>2 x American Civilization to 1877</i>
Summer 2007	<i>Europe Since 1848</i>
Spring 2007	<i>2 x History of Fascism and Nazism</i>
Summer 2006	<i>Europe Since 1848</i>
Summer 2005	<i>History of Fascism and Nazism</i>

As teaching assistant:

Spring 2004	<i>American Civilization Since 1877</i>
Fall 2003	<i>Western Heritage II (Since 1555)</i>

Awards and Honors

Fall 2006	<i>Humanities Initiative Dissertation Fellowship, Institute for Arts and Humanities, Penn State University, one semester fully-funded research</i>
-----------	--

2006	<i>Stitzer Research Travel Grant</i> , Penn State Department of History, for archival work in Germany
2005-2006	<i>Sparks Graduate Fellowship</i> , Penn State Department of History, one year fully-funded research
2004-2005	<i>National Science Foundation Graduate Fellowship</i> , one year fully-funded research
1998-1999	<i>German Academic Exchange Service (DAAD)</i> North-American Studies Program, travel expenses 10 months stipend for graduate studies at Penn State University

Related Academic Work Experience

2004-2005 (summer)	Academic adviser for Penn State First Year Testing and Counseling Program (FTCAP)
2003-2004	Research assistant to Dr. Robert Proctor (Stanford), Pennsylvania State University
2002-2004	Research assistant to Dr. Adam Rome (Delaware), Pennsylvania State University

Service

2014-	Editorial Advisory Board, <i>Journal of Historical Research in Marketing</i>
2012-2013	Representative of Local Employees, German Historical Institute
2011-2014	Library Committee, German Historical Institute
2008	Member of Committees for Curriculum, Technology & Graduate Development Department of History, Bloomsburg University
2004-2005	History Graduate Student Association representative