



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



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Steffen Kirilmaz

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Kurzbeschreibung

Facharbeit (Schule) aus dem Jahr 2011 im Fachbereich Englisch - Landeskunde, Note: 1, Geschwister-Scholl-Gymnasium Ludenscheid, Sprache: Deutsch, Anmerkungen: Nach meinem letztjährigen Auslandsjahr, habe ich mich dazu entschieden meine Facharbeit in Englisch zu schreiben. Die Arbeit ist qualitativ sehr hochwertig geschrieben und bietet einen Einblick in das Thema Amerikanisierung und beschäftigt sich außerdem mit der Modemarke Abercrombie and Fitch und dem damit verbundenen Einfluss der USA auf Deutschland., Abstract: Table of Contents 1 Introduction 2 Americanisation 2.1 Definition 2.2 Historical development 2.3 Current situation 3 Abercrombie and Fitch 3.1 Abercrombie a global player 3.2 Abercrombie's secret of success 4 Abercrombie a part of Americanisation 5

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Declaration..... 1 Introduction "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? BE like Americans? That is the question that I am interested in and which I want to solve in my skilled work. I have been to the USA a few times and I have

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