

Chapter 27 The Consumer Society The 1950s Pearson

The Consumer Society Reader features a range of key works on the nature and evolution of consumer society. Included here is much-discussed work by leading critics such as Jean Baudrillard, Susan Bordo, Dick Hebdige, bell hooks, and Janice Radway. Also included is a full range of classics, such as Frankfurt School writers Adorno and Horkheimer on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society; John Kenneth Galbraith's influential analysis of the "affluent society"; and Pierre Bourdieu on the notion of "taste." "Consumer society--the 'air we breathe,' as George Orwell has described it--disappears during economic downturns and political crises. It becomes visible again when prosperity seems secure, cultural transformation is too rapid, or environmental disasters occur. Such is the time in which we now find ourselves. As the roads clog with gas-guzzling SUVs and McMansions proliferate in the suburbs, the nation is once again asking fundamental questions about lifestyle. Has 'luxury fever,' to use Robert Frank's phrase, gotten out of hand? Are we really comfortable with the 'Brand Is Me' mentality? Have we gone too far in pursuit of the almighty dollar, to the detriment of our families, communities, and natural environment? Even politicians, ordinarily impermeable to questions about consumerism, are voicing doubts... [and] polls suggest majorities of Americans feel the country has become too materialistic, too focused on getting and spending, and increasingly removed from long-standing non-materialist values." —From the introduction by Douglas B. Holt and Juliet B. Schor

This Handbook compiles the state of the art of current research on sustainable consumption from the world's leading experts in the field. The implementation of sustainable consumption presents one of the greatest challenges and opportunities we are facing.

This comprehensive volume - containing 27 chapters and contributions from six continents - presents and discusses key principles, perspectives, and practices of social learning in the context of sustainability. Social learning is explored from a range of fields challenged by sustainability including: organizational learning, environmental management and corporate social responsibility; multi-stakeholder governance; education, learning and educational psychology; multiple land-use and integrated rural development; and consumerism and critical consumer education. An entire section of the book is devoted to a number of reflective case studies of people, organizations and communities using forms of social learning in moving towards sustainability.

"Tell me what you eat, I'll tell you who you are," said Anthelme Brillat-Savarin. Today, "You are what you consume" is more apt. Barbara Krueger's ironic twist of Descartes - "I shop therefore I am" - has lost its irony. Such phrases have become commonplace descriptions of our identity in the contemporary world. In our materialistic world it seems as if there is no debate that our consumption behaviour is fused with our self-identity - shaping it, changing it and often challenging it. The Routledge Companion to Identity and Consumption introduces the reader to state-of-the-art research, written by the world's leading scholars regarding the interplay between identity and consumption. The book addresses the diverse issues regarding the ways identity affects our consumption behaviour and vice-versa and in doing so, presents a broad perspective on the dynamics of self-identity and consumption. With chapters discussing the theory, research and practical implications of these dynamics, including the way they change across our life span and their expression within different social, cultural and religious contexts, this book will be a valuable reference source for students and academics from a variety of disciplines.

"The Society of the Spectacle" by Guy Debord (translated by Ken Knabb). Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten or yet undiscovered gems of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

A multidisciplinary analysis of the role of nutrition in generating hierarchical societies and cultivating a global epidemic of chronic diseases. Effective science teaching requires creativity, imagination, and innovation. In light of concerns about American science literacy, scientists and educators have struggled to teach this discipline more effectively. Science Teaching Reconsidered provides undergraduate science educators with a path to understanding students, accommodating their individual differences, and helping them grasp the methods--and the wonder--of science. What impact does teaching style have? How do I plan a course curriculum? How do I make lectures, classes, and laboratories more effective? How can I tell what students are thinking? Why don't they understand? This handbook provides productive approaches to these and other questions. Written by scientists who are also educators, the handbook offers suggestions for having a greater impact in the classroom and provides resources for further research.

The fifth volume of A History of the Book in America addresses the economic, social, and cultural shifts affecting print culture from World War II to the present. During this period factors such as the expansion of government, the growth of higher education, the climate of the Cold War, globalization, and the development of multimedia and digital technologies influenced the patterns of consolidation and diversification established earlier. The thirty-three contributors to the volume explore the evolution of the publishing industry and the business of bookselling. The histories of government publishing, law and policy, the periodical press, literary criticism, and reading--in settings such as schools, libraries, book clubs, self-help programs, and collectors' societies--receive imaginative scrutiny as well. The Enduring Book demonstrates that the corporate consolidations of the last half-century have left space for the independent publisher, that multiplicity continues to define American print culture, and that even in the digital age, the book endures. Contributors: David Abrahamson, Northwestern University James L. Baughman, University of Wisconsin-Madison Kenneth Cmiel (d. 2006) James Danky, University of Wisconsin-Madison Robert DeMaria Jr., Vassar College Donald A. Downs, University of Wisconsin-Madison Robert W. Frase (d. 2003) Paul C. Gutjahr, Indiana University David D. Hall, Harvard Divinity School John B. Hench, American Antiquarian Society Patrick Henry, New York City College of Technology Dan Lacy (d. 2001) Marshall Leaffer, Indiana University Bruce Lewenstein, Cornell University Elizabeth Long, Rice University Beth Luey, Arizona State University Tom McCarthy, Beirut, Lebanon Laura J. Miller, Brandeis University Priscilla Coit Murphy, Chapel Hill, N.C. David Paul Nord, Indiana University Carol Polsgrove, Indiana University David Reinking, Clemson University Jane Rhodes, Macalester College John V. Richardson Jr., University of California, Los Angeles Joan Shelley Rubin, University of Rochester Michael Schudson, University of California, San Diego, and Columbia University Linda Scott, University of Oxford Dan Simon, Seven Stories Press Ilan Stavans, Amherst College Harvey M. Teres, Syracuse University John B. Thompson, University of Cambridge Trysh Travis, University of Florida Jonathan Zimmerman, New York University

An Introduction to Sociology is your essential guide to understanding the social forces that shape our lives and the world around us. This innovative textbook introduces you to the key theories, themes, and concepts in the discipline of sociology and helps you to develop as a sociologist by providing comprehensive coverage of all the main areas of study. Presenting you with the history, current debates and recent research developments for each topic, this book covers everything from classical sociologies and traditional subjects such as class, families, and religion, through to more progressive areas like digital society, social media, migration, and the interconnectedness of modern global society. The book's extensive coverage means it can be used throughout your studies, from first year to final year. Key features: Each chapter is written by an internationally renowned expert who uses

specialist insight and the latest research to provide a reliable and up-to-date overview. Includes a selection of unique learning features such as "Hear from the Expert" boxes and "Key Cases" from around the world, as well as reflective activities and revision questions that will enhance your knowledge. Features a section titled "What is sociology useful for?" which includes chapters on the public value of sociology and the role of sociology in contemporary society. The book is supported by a wide-ranging collection of online teaching and learning resources including exclusive video content from SAGE Video, links to SAGE Journal Articles, sample essay questions, and a selection of multiple-choice questions. This definitive text is perfect for first-year sociology undergraduates and anyone studying sociology at university or college level.

Climate change presents perhaps the most profound challenge ever confronted by human society. This volume is a definitive analysis drawing on the best thinking on questions of how climate change affects human systems, and how societies can, do, and should respond. Key topics covered include the history of the issues, social and political reception of climate science, the denial of that science by individuals and organized interests, the nature of the social disruptions caused by climate change, the economics of those disruptions and possible responses to them, questions of human security and social justice, obligations to future generations, policy instruments for reducing greenhouse gas emissions, and governance at local, regional, national, international, and global levels.

Ever wonder how the American economy became the most powerful one in the world? Tying America's past to the economic policies of today and beyond, the popular HISTORY OF THE AMERICAN ECONOMY, 13E answers this critical question and more, presenting events chronologically for easy understanding. This prestigious book has been used by more learners than any other of its kind in the U.S. Market-leading HISTORY OF THE AMERICAN ECONOMY has helped generations of learners understand how the American economy evolved. Completely updated with recent research by economic historians, this trusted book ties this country's past to the policies and debates of today and beyond. Visual aids, tables and graphs reinforce learning and encourage interest in the study of economic history. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In this signal work of history, Bancroft Prize winner and Pulitzer Prize finalist Lizabeth Cohen shows how the pursuit of prosperity after World War II fueled our pervasive consumer mentality and transformed American life. Trumpeted as a means to promote the general welfare, mass consumption quickly outgrew its economic objectives and became synonymous with patriotism, social equality, and the American Dream. Material goods came to embody the promise of America, and the power of consumers to purchase everything from vacuum cleaners to convertibles gave rise to the power of citizens to purchase political influence and effect social change. Yet despite undeniable successes and unprecedented affluence, mass consumption also fostered economic inequality and the fracturing of society along gender, class, and racial lines. In charting the complex legacy of our "Consumers' Republic" Lizabeth Cohen has written a bold, encompassing, and profoundly influential book.

Food has, for most of our species history, been intensely political: who gets to eat what, how often, and through what means? The scale of polity in question has shifted over time, from very local institutions dividing up grain piles to an international community imagined in the Millennium Development Goals of the United Nations. Simultaneously, the numbers and interests of people asserting political stakes in food and agriculture have likewise shifted up and out. Global networks advocate social justice in distal agrarian systems, promotion of some farming techniques and prohibition of others, food sovereignty or efficiencies of markets and trade. Political consumerism allows the well-endowed to "vote with their dollars" for changes in food systems far from home, but depends on certification and labeling from unseen institutions. As an object of governmentality, food has never been so prominent. The thirty-five handbook chapters confront four major themes in the politics of food: property, technology, justice and knowledge. Ronald Herring's editorial introduction asks how food is political, highlighting contention around the role of market, state and information in societal decisions. The first section of the handbook then examines technology, science and knowledge in food production. What is known - and disputed - about malnutrition, poverty and food security? The second section addresses ethics, rights and distributive justice: agrarian reform, gender inequality, entitlements and subsidies, and the social vision of the alternative food movement. The third section looks to intersections of agriculture and nature: wild foods, livestock, agro-ecological approaches to sustainability, and climate change and genetic engineering. The fourth section addresses food values and culture: political consumerism, labeling and certification, the science and cultural politics of food safety, values driving regulation of genetically modified foods and potential coexistence of GMOs, and organic and conventional crops. The fifth and final section looks at frontiers of global contentions: rival transnational advocacy networks, social movements for organic farming, the who and why of international land grabbing, junctures of cosmopolitan and local food narratives, the "supermarket revolution" and the international agrifood industry in low-income countries, and politics of knowledge in agricultural futures.

Europe's Energy Transition: Insights for Policy Making looks at the availability and cost of accessing energy and how it significantly affects economic growth and competitiveness in global markets. The results in this book, from a European Commission (EC) financed project by INSIGHT_E, provide an overview of the most recent analyses, focusing on energy markets and their implications for society. Designed to inform European policymaking, elements of this book will be integrated into upcoming EC policies, giving readers invaluable insights into the cost and availability of energy, the effect of price increases affecting vulnerable consumer groups, and current topics of interest to the EC and ongoing energy debate. INSIGHT_E provides decision-makers with unbiased policy advice and insights on the latest developments, including an assessment of their potential impact. Presents answers to strategic questions posed by the European Commission Coherently assesses the energy transition, from policies to energy supply, markets, system requirements, and consumer needs Informed the EC "Clean Energy for All Europeans" package from end of 2016, e.g., regarding aspects of energy poverty Endorsed by thought leaders from within and outside of Europe, including utilities, energy agencies, research institutes, journal editors, think tanks, and the European Commission

T. S. Eliot's work demands much from his readers. The more the reader knows about his allusions and range of cultural reference, the more rewarding are his poems, essays and plays. This book is carefully designed to provide an authoritative and coherent examination of those contexts essential to the fullest understanding of his challenging and controversial body of work. It explores a broad range of subjects relating to Eliot's life and career; key literary, intellectual, social and historical contexts; as well as the critical reception of his oeuvre. Taken together, these chapters sharpen critical appreciation of Eliot's writings and present a comprehensive, composite portrait of one of the twentieth century's

pre-eminent men of letters. Drawing on original research, *T. S. Eliot in Context* is a timely contribution to an exciting reassessment of Eliot's life and works, and will provide a valuable resource for scholars, teachers, students and general readers.

This third edition of *Modern Criticism and Theory* represents a major expansion on its previous incarnations with some twenty five new pieces or essays included. This expansion has two principal purposes. Firstly, in keeping with the collection's aim to reflect contemporary preoccupations, the reader has expanded forward to include such newly emergent considerations as ecocriticism and post-theory. Secondly, with the aim of presenting as broad an account of modern theory as possible, the reader expands backwards to take in exemplary pieces by formative writers and thinkers of the late nineteenth and early twentieth centuries such as Marx, Freud and Virginia Woolf.. This radical expansion of content is prefaced by a wide-ranging introduction, which provides a rationale for the collection and demonstrates how connections can be made between competing theories and critical schools. The purpose of the collection remains that of introducing the reader to the guiding concepts of contemporary literary and cultural debate. It does so by presenting substantial extracts from seminal thinkers and surrounding them with the contextual materials necessary to a full understanding. Each selection has a headnote, which gives biographical details of the author and provides suggestions for further reading, and footnotes that help explain difficult references. The collection is ordered both historically and thematically and readers are encouraged to draw for themselves connections between essays and theories. *Modern Criticism and Theory* has long been regarded as a necessary collection. Now revised for the twenty first century it goes further and provides students and the general reader with a wide-ranging survey of the complex landscape of modern theory and a critical assessment of the way we think – and live – in the world today.

Canonical Authors in Consumption Theory is the first work to compile the contributions of the greatest social thinkers in the global conversation about consumption and consumer culture. A prestigious reference work, it offers original chapters by the world's most prominent thought leaders and surveys how the work of historical theorists has influenced and shaped consumption theory, both through history and at the cutting edge of research. Consumption is at the core of contemporary lifestyles, of political successes and failures and of discussions around sustainability and environmental change. Contemporary consumer culture shapes modern identities, and is the engine of the globalizing capitalist economy. Still, most social theorizations over the last century and a half have addressed production processes rather than consumption processes. This is about to change. Studies of consumption play an increasing role as a topic and a domain of study in marketing, anthropology, sociology and cultural studies. Currently, there is no single compilation that systematically links scholarly work published by the greatest social thinkers of the last 150 years to the understanding of contemporary consumer society. This book provides a solid framework for understanding the relevance of these canonical authors in social theory to facilitate analysis of consumer culture, and to act as a comprehensive reference point for consumer researchers, doctoral students and practitioners.

With contributions from over 30 scholars, *A Global History of Consumer Co-operation* surveys the origins and development of the consumer co-operative movement throughout the world from the mid-nineteenth century until the present day.

The study of economics should not be highly abstract, but closely related to real-world events. *Principles of Economics in Context* addresses this challenge, laying out the principles of micro-and macroeconomics in a manner that is thorough, up to date and relevant to students, keeping theoretical exposition close to experience. Emphasizing writing that is compelling, clear, and attractive to students, it addresses such critical concerns as ecological sustainability, distributional equity, the quality of employment, and the adequacy of living standards. Key features include: Clear explanation of basic concepts and analytical tools, with Discussion Questions at the end of each section, encouraging immediate review of what has been read and relating the material to the students' own experience; Full complement of instructor and student support materials online, including test banks and grading through Canvas; Key terms highlighted in boldface throughout the text, and important ideas and definitions set off from the main text; A glossary at the end of the book containing all key terms, their definitions, and the number of the chapter(s) in which each was first used and defined. Updates for the second edition include: Expanded coverage of topics including inequality, financialization and debt issues, the changing nature of jobs, and sustainable development; New material on wage discrimination by race and gender; an expanded section on labor markets and immigration; Updated discussion of fiscal policy to include more recent developments such as the Trump tax cuts; New material on behavioral economics, public goods, and climate change policy; a new section on "The Economics of Renewable Energy." This new, affordable edition combines the just-released new editions of *Microeconomics in Context* and *Macroeconomics in Context* to provide an integrated full-year text covering all aspects of both micro-and macro-analysis and application, with many up-to-date examples and extensive supporting Web resources for instructors and students. The companion website can be found at: <http://www.bu.edu/eci/education-materials/textbooks/principles-of-economics-in-context/>

Jean Baudrillard's classic text was one of the first to focus on the process and meaning of consumption in contemporary culture. Originally published in 1970, the book makes a vital contribution to current debates on consumption. The book includes Baudrillard's most organized discussion of mass media culture, the meaning of leisure, and anomie in affluent society. A chapter on the body demonstrates Baudrillard's extraordinary prescience for flagging vital subjects in contemporary culture long before others. This English translation begins with a new introductory essay.

Based on the highly successful *A History of Western Society*, *Understanding Western Society: A Brief History* captures students' interest in the everyday life of the past and ties social history to the broad sweep of politics and culture.

Abridged by 30%, the narrative is paired with innovative pedagogy, designed to help students focus on significant developments as they read and review. An innovative, three-step end-of-Chapter study guide helps students master key

facts and move toward synthesis. Read the preface.

With the radical growth in the ubiquity of digital platforms, the sharing economy is here to stay. This Handbook explores the nature and direction of the sharing economy, interrogating its key dynamics and evolution over the past decade and critiquing its effect on society.

The question of consumption emerged as a major focus of research and scholarship in the 1990s but the breadth and diversity of consumer culture has not been fully enough explored. The meanings of consumption, particularly in relation to lifestyle and identity, are of great importance to academic areas including business studies, sociology, cultural and media studies, psychology, geography and politics. The SAGE Handbook of Consumer Culture is a one-stop resource for scholars and students of consumption, where the key dimensions of consumer culture are critically discussed and articulated. The editors have organised contributions from a global and interdisciplinary team of scholars into six key sections: Part 1: Sociology of Consumption Part 2: Geographies of Consumer Culture Part 3: Consumer Culture Studies in Marketing Part 4: Consumer Culture in Media and Cultural Studies Part 5: Material Cultures of Consumption Part 6: The Politics of Consumer Culture

Principles of Economics in Context lays out the principles of micro- and macroeconomics in a manner that is thorough, up to date, and relevant to students, attuned to the economic realities of the world around them. It offers engaging treatment of important current topics such as new thinking in behavioral economics, financial instability and market bubbles, debt and deficits, and policy responses to the problems of unemployment, inequality, and environmental sustainability. This new, affordable edition combines the just-released new editions of Microeconomics in Context and Macroeconomics in Context to provide an integrated full-year text covering all aspects of both micro and macro analysis and application, with many up-to-date examples and extensive supporting web resources for instructors and students. Key features include: An eye-opening statistical portrait of the United States; Clear explanation of basic concepts and analytical tools, with advanced models presented in optional chapter appendices; Presentation of policy issues in historical, institutional, social, political, and ethical context--an approach that fosters critical evaluation of the standard microeconomic models, such as welfare analysis, labor markets, and market competition; Issues of human well-being, both domestic and global, are given central importance, enriching the topics and analytical tools to which students are introduced; The theme of sustainability--financial, social, and ecological--is thoroughly integrated in the book, with chapters on alternatives to standard GDP measurement, the environment, common property, public goods, and growth and sustainability in the twenty-first century; Full complement of instructor and student support materials online, including test banks and grading through Canvas.

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. *Communities in Action: Pathways to Health Equity* seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

Foreword -- Introduction: of peripatetic and other approaches to Odessa's history -- Mobility and ethnic plurality -- Toward a consumer society : tastes, markets and political liberalism -- Merchants, middlemen and entrepreneurs : the driving forces of Odessa's economy -- The spring time of the public sphere -- The two sides of the moon : ethnic clashes and tolerance in a cosmopolitan city -- The end of a cosmopolitan port-city

Now from Bedford/St. Martin's, *A History of Western Society* is one of the most successful textbooks available because it captures students' interest in the everyday life of the past and ties social history to the broad sweep of politics and culture. The tenth edition has been thoroughly revised to strengthen the text's readability, heighten its attention to daily life, and incorporate the insights of new scholarship, including an enhanced treatment of European exploration and a thoroughly revised post-1945 section. With a dynamic new design, new special features, and a completely revised and robust companion reader, this major revision makes the past memorable and accessible for a new generation of students and instructors.

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. *Consumer Culture* is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give: - A history of the rise of consumer culture around the world; - A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and - A compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most

central questions of our time.

Praised by instructors and students alike for its readability and attention to social history, the Value Edition of A History of Western Society is a brief, affordable text that brings the past to life. The two-color Value Edition includes the full narrative of the comprehensive edition and select maps and images. This edition features a new question-driven narrative, five chapters devoted to the lives of ordinary people that make the past real and relevant, and the best and latest scholarship throughout. Available for free when packaged with the print book, the popular digital assignment options for this text bring skill building and assessment to a highly effective level. The active learning options come in LaunchPad , which combines an accessible e-book with LearningCurve, an adaptive and automatically graded learning tool that--when assigned--helps ensure students read the book; the complete companion reader with quizzes on each source; and many other study and assessment tools. For instructors who want the easiest and most affordable way to ensure students come to class prepared, Achieve Read & Practice pairs LearningCurve adaptive quizzing and our mobile, accessible Value Edition e-book, in one easy-to-use product.

Published by OpenStax College, U.S. History covers the breadth of the chronological history of the United States and also provides the necessary depth to ensure the course is manageable for instructors and students alike. U.S. History is designed to meet the scope and sequence requirements of most courses. The authors introduce key forces and major developments that together form the American experience, with particular attention paid to considering issues of race, class and gender. The text provides a balanced approach to U.S. history, considering the people, events and ideas that have shaped the United States from both the top down (politics, economics, diplomacy) and bottom up (eyewitness accounts, lived experience).

Fifty years after she made history by refusing to give up her seat on a bus, Rosa Parks at last gets the major biography she deserves. The eminent historian Douglas Brinkley follows this thoughtful and devout woman from her childhood in Jim Crow Alabama through her early involvement in the NAACP to her epochal moment of courage and her afterlife as a beloved (and resented) icon of the civil rights movement. Well researched and written with sympathy and keen insight, the result is a moving, revelatory portrait of an American heroine and her tumultuous times.

A History of Western Society continues to capture the attention of AP European history students because it recreates the lives of ordinary people and makes history memorable. Brought to you by the highly regarded editors at Bedford/St. Martins, every element of the text has been rethought, reconsidered, and revised to bring the original vision to a new generation of students. The tenth edition continues to tie social history to the broad sweep of politics and culture, heightening its attention to daily life, and strengthening the treatment of European exploration. With a dynamic new design, new special features on visual evidence, and a robust companion reader, A History of Western Society helps AP students master the concepts and content of European history.

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