

# Consumer Politics in Postwar Japan

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# Consumer Politics in Postwar Japan

*The Institutional Boundaries  
of Citizen Activism*

Patricia L. Maclachlan

C O L U M B I A   U N I V E R S I T Y   P R E S S      N E W   Y O R K



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*To my parents, Mae and “Mac” Maclachlan*



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## Acknowledgments

Several years ago, when this book was nothing but an idea and a boxful of notes, I wrote the first draft of my acknowledgments. I embarked on the exercise to help myself overcome a bad case of writer's block. By the time I was finished, the writer's block still lingered, but I had acquired a keen awareness of just how dependent we academics are on a diverse array of friends, mentors, and informants as we go about our business. As the book expanded from dissertation form into its current state, so, too, did the number of persons who contributed in some form to its development. I am indebted to them all.

This project began over lunch at the Columbia University Faculty Club with my adviser, Gerald Curtis, who was determined to find me a dissertation topic by the end of the meal. I had long been toying with the idea of researching the Japanese consumer movement, but since no one knew much about the topic at that time, I didn't mention it. After discussing my interest in questions of political participation and citizen mobilization, Professor Curtis—with no prompting from me—immediately suggested Japanese consumerism as a case study. I took this as a positive sign and ran with the topic.

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