## VIDEOLAND: MOVIE CULTURE AT THE AMERICAN VIDEO STORE

Videoland offers a comprehensive view of the "tangible phase" of consumer video, when Americans largely accessed movies as material commodities at video rental stores. Video stores served as a vital locus of...



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## Videoland: Movie Culture at the American Video Store

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## **Reader's Opinions**

Excellent companion piece to Joshua Greenberg's From BetaMax to Blockbuster. Herbert looks at the social aspect of video store culture and how home video re-defined what cinema meant to most Americans. Rather than decree the...