

1.	Record Nr.	UNICAMPANIAVAN0133383
	Autore	Catino, Maurizio
	Titolo	Le organizzazioni mafiose : la mano visibile dell'impresa criminale / Maurizio Catino
	Pubbl/distr/stampa	Bologna, : Il mulino, 2020
	ISBN	978-88-15-28595-9
	Descrizione fisica	474 p. ; 22 cm
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910969721603321
	Titolo	The cultural career of coolness : discourses and practices of affect control in European antiquity, the United States, and Japan / / edited by Ulla Haselstein [et al.]
	Pubbl/distr/stampa	Lanham : , : Lexington Books, , [2013] ©2013
	ISBN	0-7391-7317-0
	Descrizione fisica	1 online resource (295 pages)
	Altri autori (Persone)	HaselsteinUlla
	Disciplina	302.5/4
	Soggetti	Aesthetics - Social aspects Attitude (Psychology) - Social aspects Emotions - Social aspects Europe Civilization United States Civilization Japan Civilization
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.

Nota di contenuto

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Sommario/riassunto

Today, coolness is a term most often used in advertising trendy commodities, or, more generally, in promoting urban lifestyles. The Cultural Career of Coolness explores the history of the term as a metaphor for affect control and aesthetic detachment, charts various cultural practices of coolness in the United States and Japan, and links them to the rationalization of intimate relations and an incorporation of disaffection in modernity.
