

1. Record Nr.	UNINA990001502570403321
Titolo	Mathematical results in quantum mechanics : A conference on QMATH-8, mathematical results in quantum mechanics Universidad Nacional Autonoma de Mexico, Taxco, Mexico Decembrer 140-14, 2001 / R. Weder, P. Exner, B. Grebert, editors
Pubbl/distr/stampa	Providence (RI) : American Mathematical Society, c2002
ISBN	0-8218-2900-9
Descrizione fisica	x, 350 p. ; cm24
Collana	Contemporary mathematics ; 307
Disciplina	530.12
Locazione	MA1
Collocazione	C-1-(307
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910777686503321
Autore	Sender Katherine
Titolo	Business, not politics [[electronic resource] ] : the making of the gay market / / Katherine Sender
Pubbl/distr/stampa	New York, : Columbia University Press, c2004
ISBN	0-231-50916-2
Descrizione fisica	1 online resource (329 p.)
Collana	Between men--between women
Disciplina	658.8/0086/64
Soggetti	Gay consumers - United States Lesbian consumers - United States Marketing - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Based on author's thesis (doctoral)--University of Massachusetts, Amherst.
Nota di bibliografia	Includes bibliographical references (p. [287]-300) and index.
Nota di contenuto	Front matter -- CONTENTS -- Acknowledgments -- 1. The Business and Politics of Gay Marketing -- 2. Evolution, Not Revolution -- 3. Professional Homosexuals -- 4. How Gay Is Too Gay? -- 5. Selling America's Most Affluent Minority -- 6. Neither Fish Nor Fowl -- 7. Sex Sells -- 8. Just Like You -- APPENDIX 1. Pitching the Gay Market -- APPENDIX 2. The Gay Marketers -- NOTES -- WORKS CITED -- INDEX -- Backmatter
Sommario/riassunto	In a hard-hitting book that refutes conventional wisdom, Katherine Sender explores the connection between the business of marketing to gay consumers and the politics of gay rights and identity. She disputes some marketers'claims that marketing appeals to gay and lesbian consumers are a matter of "business, not politics" and that the business of gay marketing can be considered independently of the politics of gay rights, identity, and visibility. She contends that the gay community is not a preexisting entity that marketers simply tap into; rather it is a construction, an imagined community formed not only through political activism but also through a commercially supported media. She argues that marketing has not only been formative in the constitution of a GLBT community and identity but also has had significant impact on the visibility of gays and lesbians.

