

1.	Record Nr.	UNINA990003774620403321
	Autore	Di Nardo, Giusy
	Titolo	Religione e capitalismo nel pensiero di Max Weber / Giusy Di Nardo
	Pubbl/distr/stampa	Roma : Vincenzo Lo Faro, (stampa 1988)
	Descrizione fisica	79 p. ; 21 cm
	Collana	Documenti letterari ; 32
	Disciplina	301.092
	Locazione	BFS
	Collocazione	301.092 WEB 5
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910785837103321
	Autore	Holbrook Morris B
	Titolo	The semiotics of consumption [[electronic resource]] : interpreting symbolic consumer behavior in popular culture and works of art / / by Morris B. Holbrook, Elizabeth C. Hirschman
	Pubbl/distr/stampa	Berlin ; ; New York, : Mouton de Gruyter, 1993
	ISBN	3-11-085473-2
	Edizione	[Reprint 2011]
	Descrizione fisica	1 online resource (380 p.)
	Collana	Approaches to Semiotics [AS] ; ; 110
	Altri autori (Persone)	HirschmanElizabeth Caldwell <1949->
	Disciplina	302.2
	Soggetti	Consumer behavior Popular culture Semiotics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Front matter -- Chapter I The role of semiotics in research on

consumer esthetics -- 1. Introduction -- 2. Some background on the study of signs -- 3. The study of signs in consumer esthetics -- 4. Criticisms and defenses of interpretive semiology -- 5. Preview -- Chapter II Semiotics and popular culture -- 1. Introduction -- 2. The ideology of consumption -- 3. Motion picture mythology -- Chapter III Romanticism and sentimentality in consumer behavior: A literary approach to the joys and sorrows of consumption -- 1. Introduction -- 2. Romanticism -- 3. The joys and sorrows of consumption -- 4. Epilogue -- Chapter IV Seven routes to facilitating the semiotic interpretation of consumption symbolism and marketing imagery in works of art -- 1. Introduction -- 2. Prospects and problems, dangers and difficulties -- 3. Seven routes to interpretation -- 4. Conclusion -- Appendices -- 1. Appendix 1: Women of Manhattan -- 2. Appendix 2: Beverly Hills cop -- 3. Appendix 3: Tin men and the marketing concept -- 4. Appendix 4: Gremlins as metaphors for materialism -- 5A. Appendix 5A: Coastal disturbances (coauthored with Stephen Bell and Mark W. Grayson) -- 5B. Appendix 5B: Sacred and secular consumption imagery in A Christmas carol -- 6. Appendix 6: Automotive signs in Two for the road -- 7. Appendix 7: Major and minor uses of symbolic consumer behavior to develop plot and character in Out of Africa (coauthored with Mark W. Grayson) -- References -- Index

Sommario/riassunto

The Semiotics of Consumption: Interpreting Symbolic Consumer Behavior in Popular Culture and Works of Art (Approaches to Semiotics)
