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Altri autori (Persone)	BuntonRobin <1954-> BurrowsRoger <1962-> NettletonSarah <1960->
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Nota di bibliografia	Includes bibliographical references (p. [223]-244) and indexes.
Nota di contenuto	chapter 1 Sociology and health promotion -- part Part I The institutional context of health promotion -- chapter 2 Health promotion Rhetoric and reality -- chapter 3 From Alma Ata to Asdaand beyond -- part Part II Socio-political critiques of health promotion -- chapter 4 Sociological critiques of health promotlon -- chapter 5 Feminist critiques of health promotion / Norma Daykin -- chapter 6 Developing anti-racist health promotion strategies / Jenny Douglas -- chapter 7 The modern and the postmodern in health promotion / Michael P. Kelly -- chapter 8 The baby and the bath water

-- part Part III Knowledge, risk and health promotion -- chapter 9 The development of a scientific fact -- chapter 10 Accidents and the risk society -- chapter 11 Chance and modernity -- chapter 12 London dentist in HIV scare HIV and dentistry in popular discourse -- part Part IV Health promotion, consumption and lifestyle -- chapter 13 In the name of health / Barry Glassner -- chapter 14 Positive ageing -- chapter 15 Health and lifestyle -- chapter 16 Consumption and health in the epidemiological clinic of late modern medicine / Robin Bunton.
