

1. Record Nr.	UNINA9910634042203321
Autore	Heitzinger Clemens
Titolo	Algorithms with JULIA : optimization, machine learning, and differential Equations using the JULIA language // Clemens Heitzinger
Pubbl/distr/stampa	Cham, Switzerland : , : Springer International Publishing, , [2023] ©2023
ISBN	9783031165603 9783031165597
Descrizione fisica	1 online resource (447 pages)
Disciplina	005.1
Soggetti	Computer algorithms Julia (Computer program language) Algorismes computacionals Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910410027003321
Autore	Harris Jessica L
Titolo	Italian Women's Experiences with American Consumer Culture, 1945-1975 : The Italian Mrs. Consumer // by Jessica L. Harris
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030478254 3030478254
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (242 pages) : illustrations
Collana	Italian and Italian American Studies, , 2635-294X
Disciplina	658.834082 900
Soggetti	Italy - History Oral history Civilization - History Social history World history Sex History of Italy Oral History Cultural History Social History World History, Global and Transnational History Gender Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1. Introduction: Italy and the Arrival of Mrs. Consumer -- Part I -- 2. How to Read like Mrs. Consumer: Modernizing and Americanizing the Mondadori Publishing Company's Magazine Division -- 3. How to Shop and Dress like Mrs. Consumer: Rebuilding La Rinascente the American Way -- Part II -- 4. How to Shop, Store, and Cook Food like Mrs. Consumer: The Refrigerator, Women, and the Italian Home -- 5. How to Be Beautiful like Mrs. Consumer: American Beauty and Italian Women -- Part III -- 6. The Catholic and Communist Mrs. Consumer -- 7. Were

Sommario/riassunto

This book analyzes the spread of American female consumer culture to Italy and its influence on Italian women in the postwar and Cold War periods, eras marked by the political, economic, social, and cultural battle between the United States and Soviet Union. Focusing on various aspects of this culture-beauty and hygiene products, refrigerators, and department stores, as well as shopping and magazine models-the book examines the reasons for and the methods of American female consumer culture's arrival in Italy, the democratic, consumer capitalist messages its products sought to "sell" to Italian women, and how Italian women themselves reacted to this new cultural presence in their everyday lives. Did Italian women become the American Mrs. Consumer? As such, the book illustrates how the modern, consuming American woman became a significant figure not only in Italy's postwar recovery and transformation, but also in the international and domestic cultural and social contests for the hearts and minds of Italian women.