Record Nr. Titolo	UNINA9910453184403321 Commodifying everything : relationships of the market / / edited by
Dubbl/dista/starses	Susan Strasser
Pubbl/distr/stampa	New York : , : Routledge, , 2003
ISBN	0-415-93591-1 1-315-02360-1 1-136-70685-2
Descrizione fisica	1 online resource (528 p.)
Collana	Hagley Center studies in the history of business and technology Hagley perspectives on business and culture ; ; Volume 4 Hagley perspectives on business and culture
Altri autori (Persone)	StrasserSusan <1948->
Disciplina	339.4/7
Soggetti	Consumption (Economics) - History Commercial products - History Relationship marketing - History Electronic books.
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	Cover; Half Title; Title Page; Copyright Page; Table of Contents; I: Boundaries of the Market; Introduction; 1. The Give-and-Take of Consumer Culture; Notes; II: Love and Money: Intimate Relationships and the Market; 2. Buying Your Friends: The Pet Business and American Consumer Culture; The Trade in Birds; The Trade in Aquarium Fish; Pets as Commodities; Notes; 3. The Commodity of Self: Nineteenth- Century Human Hair Jewelry; Transformation to a Commodity of Self; The Tension between "Style" and "Artistry"; Eighteenth-Century Hair Workers; The Case of Samuel Folwell, the "Real" Hair Worker Nineteenth-Century Hair WorkKatharine Schmitt, Hair Worker; "Gums and Bobbins": The Dangers of the Marketplace; Notes; III: Goods and Services: Expanding Market Relationships; 4. An Undesired Necessity: The Commodification of Medical Service in the Interwar United States; Merchants of Service; A Commodity Unlike any other; Disorderly Consumers; A Troublesome Kind of Commodity; Notes; 5. "Preserving Their Form and Features": The Commodification of Coffins in the

1.

	American Understanding of Death; The Coffin in America: Gentility's Influence Established and Challenged Respectability and the Commerce of DeathThe Metallic Burial Case: American Respectability and Modernity; Notes; IV: God and Mammon: Selling and the Sacred; 6. Healthcare as Product: Catholic Sisters Confront Charity and the Hospital Marketplace, 1865-1925; Social and Medical Needs and the Hospital Marketplace; Entrepreneurial Enterprises; The Attraction of Scientific Medicine; Spiritual Agents of Care; Measures of Success; Spirituality as Commodity; Notes; 7. "Preachers and Peddlers of God": Ex-Slaves and the Selling of African- American Religion in the American South; Notes 8. The Politics of Ghee Adulteration and Its Public Resolutions in Calcutta, c. 1917The Role of Ghee in Indian Cuisine; "Unwelcome Middlemen": The Marwari Community in Calcutta; The Adulteration of Bengal; Legislating Adulteration; Marwari Adulteration of Ghee in 1917; Legislation and its Role in Making Adulteration Visible; Postscript; Notes; V: Village and Nation: Community, Identity, and the Market; 9. Marketing Community: State Reform of Indian Village Property and Expenditure in Colonial Mexico, 1775-1810; The Remaking of Indian Society, 1521-1700 The Bourbon Reforms and their Impact in the Tierra CalienteIndian Reactions to the Bourbon Reforms; Conclusion; Notes; 10. Commodifying Chinese Nationalism: MSG and the Flavor of Patriotic Production; Creating a Nationalistic Consumer Culture; The Place of Chinese Entrepreneurs in the Movement; National Products Movement Biographies; A Capitalist with Chinese Characteristics; "I am a Local Product"; Defeating "Enemy Products"; The Limits of Patriotic Production; Purifying National Products of their Foreign Components; Broader Patriotic Activities; Biographies as Patriotic Packaging; Notes 11. Packaging Skills: Calibrating Cheese to the Global Market
Sommario/riassunto	First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.