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Sommario/riassunto	Today, coolness is a term most often used in advertising trendy commodities, or, more generally, in promoting urban lifestyles. The

Cultural Career of Coolness explores the history of the term as a metaphor for affect control and aesthetic detachment, charts various cultural practices of coolness in the United States and Japan, and links them to the rationalization of intimate relations and an incorporation of disaffection in modernity.

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