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Autore	Gootenberg Paul <1954->
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Nota di contenuto	Introduction : cocaine as Andean history -- Imagining coca, discovering cocaine, 1850-1890 -- Making a national commodity : Peruvian crude cocaine, 1885-1910 -- Cocaine enchained : global commodity circuits, 1890s-1930s -- Withering cocaine : Peruvian responses, 1910-1945 -- Anticocaine : from reluctance to global prohibitions, 1910-1950 -- Birth of the narcos : Pan-American illicit networks, 1945-1965 -- The drug boom (1965-1975) and beyond.
Sommario/riassunto	Illuminating a hidden and fascinating chapter in the history of globalization, Paul Gootenberg chronicles the rise of one of the most spectacular and now illegal Latin American exports: cocaine. Gootenberg traces cocaine's history from its origins as a medical commodity in the nineteenth century to its repression during the early twentieth century and its dramatic reemergence as an illicit good after World War II. Connecting the story of the drug's transformations is a host of people, products, and processes: Sigmund Freud, Coca-Cola, and Pablo Escobar all make appearances, exemplifying the