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Autore	Gabriel Rami
Titolo	Why I buy [[electronic resource]] : self, taste, and consumer society in America / / Rami Gabriel
Pubbl/distr/stampa	Bristol, : Intellect, 2013
ISBN	1-84150-777-6
Descrizione fisica	1 online resource (174 p.)
Disciplina	339.47 339.470973 381.30973
Soggetti	Consumption (Economics) - United States - History Consumers - United States - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half Title; Title; Copyright; Dedication; Table of Contents; Acknowledgments; Introduction: My Self and Consumer Society; Chapter 1: Dualism: What I Really Am; Chapter 2: Individualism: The Liberal Dream of the Rugged Individualist; Chapter 3: Expressivism: I Sing Myself; Chapter 4: Consumer Society; Chapter 5: Advertisements: Representations of the Self; Chapter 6: The Rest of the World: An Empirical Test; Conclusion: What Next?; Bibliography; Appendix; Index; Back Cover
Sommario/riassunto	This is a book about the relationship between the self and consumer society in America. There are many books and articles that explain consumerism in the twentieth century. through politics, economics, and sociology. Th is book is about both the psychological roots of consumer society in the self-why we buy-and the reciprocal influences between self and society. Why I buy explains how consumption came to imbue social and personal life and value. By exploring the relationship between oue individual needs and our institutions, Gabriel shows how many of the difficulties faced by our shared social

2. Record Nr. UNINA9910144710603321

Titolo	Plasma processes and polymers [[electronic resource] /] / edited by Riccardo d'Agostino ... (et al)
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ISBN	1-280-52063-9 9786610520633 3-527-60558-4 3-527-60557-6
Descrizione fisica	1 online resource (548 p.)
Altri autori (Persone)	D'AgostinoRiccardo
Disciplina	547/.28 668.9
Soggetti	Plasma polymerization Plasma chemistry Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Plasma Processes and Polymers; Contents; Preface; List of Contributors; Part I Plasma Deposition of Thin Films; 1 Polymer Surface Modification with Monofunctional Groups of Different Type and Density; 1.1 Introduction; 1.2 Experimental; 1.3 Results; 1.3.1 Kinetics of the Deposition of Copolymers; 1.3.2 Variation of the Density of Functional Groups; 1.3.3 Structure and Stability of Copolymers; 1.3.4 Relation between Functional Groups of Copolymers and Surface Energy; 1.3.5 Relation between Functional Groups of Copolymers and Adhesion; 1.4 Discussion 2RF-Plasma Deposition of SiO(x) and a-C:H as Barrier Coatings on Polymers2.1 Introduction; 2.2 Experimental; 2.3 Results and Discussion; 2.4 Conclusions; 3 Upscaling of Plasma Processes for Carboxyl Functionalization; 3.1 Introduction; 3.2 Experimental; 3.2.1 Materials; 3.2.2 Plasma-Deposition Apparatus; 3.2.3 Characterization Techniques; 3.3 Results and Discussion; 3.4 Conclusions; 4 Deposition of Fluorocarbon Films on Al and SiO(2) Surfaces in High-Density Fluorocarbon Plasmas: Selectivity and Surface Wettability; 4.1

Introduction; 4.2 Experimental; 4.3 Results and Discussion
4.3.1 Etching and Deposition in C(4)F(8) Plasmas4.3.2 Etching and Deposition Experiments in CHF(3)/CH(4) Plasmas; 4.3.3 FC Film Characterization: Chemical Composition; 4.4 Conclusions; 5 Hot-wire Plasma Deposition of Doped DLC Films on Fluorocarbon Polymers for Biomedical Applications; 5.1 Introduction; 5.2 Experimental Details; 5.2.1 Preparation of Samples; 5.2.2 Plasma Deposition Technique; 5.2.3 Surface Characterization; 5.2.4 Platelet-Adhesion Technique; 5.3 Results and Discussion; 5.3.1 Characterization of Deposited Film; 5.3.2 Platelet Adhesion
6 Properties of Silicon Nitride by Room-Temperature Inductively Coupled Plasma Deposition6.1 Introduction; 6.2 Experimental Systems; 6.3 Results and Discussion; 6.4 Conclusions; 7 Structural Analysis of Diamond-like Carbon Films Deposited by RF (13.56 MHz) in a Methane Gas Plasma Atmosphere; 7.1 Introduction; 7.2 Experimental Procedure; 7.2.1 Deposition Apparatus; 7.2.2 Experimental Conditions; 7.3 Results and Discussions; 7.3.1 X-ray Auger Electron Spectroscopy (XAES); 7.3.2 Electron Energy Loss Spectroscopy (EELS); 7.4 Conclusion; 8 Rate constant of HMDSO + O reaction in plasma afterglow
8.1 Introduction8.2 Experimental; 8.3 Calculation of the rate constant; 8.4 Results and discussion; 8.5 Conclusion; 9 Plasma-Enhanced Thin-Film Deposition On Polycarbonates; 9.1 Introduction; 9.2 Experimental; 9.3 Results; 9.4 Discussion; 9.5 Conclusions; 10 Molecular Tailoring Coating on TiO(2) Nanoparticle Surface by Plasma Polymerization; 10.1 Introduction; 10.2 Experimental; 10.3 Results and Discussions; 10.3.1 Surface Morphology; 10.3.2 Surface Molecular Structure; 10.3.3 Dispersion Behavior of AA-Plasma-Polymer-Coated TiO(2) Nanoparticles; 10.4 Conclusion
Part II Plasma-Grafting of Functional Groups

Sommario/riassunto

This volume compiles essential contributions to the most innovative fields of Plasma Processes and Polymers. High-quality contributions cover the fields of plasma deposition, plasma treatment of polymers and other organic compounds, plasma processes under partial vacuum and at atmospheric pressure, biomedical, textile, automotive, and optical applications as well as surface treatment of bulk materials, clusters, particles and powders. This unique collection of refereed papers is based on the best contributions presented at the 16th International Symposium on Plasma Chemistry in Taormina, I