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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The "market turn" in science and technology studies -- Marketing technologies : in theory, and in practice -- Inside corporations : an ethnographic approach -- Becoming a neophyte marketer -- Marketing texts as discursive objects, or do texts speak for themselves? -- "Softly, softly" tagging the world -- RFID "theatre of the proof" -- Concluding remarks.
Sommario/riassunto	Global corporations initiate, join and maintain socio-technological change and hence, alter the ways in which we organize our lives. Demanding significant investment of resources and time, the development and implementation of new technologies on different levels must take into consideration these subtle processes. As such, it is particularly important that we have a greater insight into the practices of hi-tech corporations, in view of the often inflated promises of and concerns about the destiny of technological breakthroughs, especially those promising sizeable economic outcomes and soci