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Altri autori (Persone)	MahalikChrista
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Nota di contenuto	TABLE OF CONTENTS; ACKNOWLEDGEMENTS; INTRODUCTION; A GENTLEMAN'S BUSINESS; CATCHING THE ELUSIVE CONSUMER; THE SOI-DISANT HERO'S SUICIDE; THE CONSUMED CONSUMER; SHYLOCK AS THE AMERICAN CAPITALIST; REVISING REPUTATIONS; FROM OPTIMISM TO ENNUJ; 'BUT HE AINT NEVER BIN SEEN!'; STOCK CHARACTERS; THE WALL STREET BUSINESSMAN GOES METROSEXUAL; THE WORK OF LITERATURE IN THE AGE OF THE OFFICE; DENMARK INC; SURVIVING THE ECONOMY; THE LIMITS OF POPULAR REPRESENTATION; THE DADDY ANTIDOTE; CONTRIBUTORS
Sommario/riassunto	Merchants, Barons, Sellers and Suits: The Changing Images of the Businessman through Literature originally began as a conversation about a hybrid course at Quinnipiac University. Its purpose was to take an online English course for non-traditional business majors and create a theme that would be relevant to the business world. Being given the task to create this course from the ground up was exciting and intriguing. There turned out to be a lot more material that could be used for this theme ...

