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Nota di contenuto	Introduction: global pharmaceuticalization -- Governing by drugs: conniving patients, beguiled doctors and disciplining drugs -- 'A few good men' are not enough: upsetting general categories with specific knowledge when making reimbursement decisions -- The Swedish medical discourse: impotence, erectile dysfunction and Viagra in Lukartigningen -- Alpha-blockers and a weaker pharmaceutical influence on medical discourse -- Enrolling men, their doctors and partners: individual and collective responses to erectile dysfunction -- Viagra selfhood: pharmaceutical advertising and the visual formations of Swedish masculinity -- Conclusions: global pharma and the Swedish Viagra man.
Sommario/riassunto	Employing the case study of the emergence, representation and regulation of Viagra in the Swedish market, this book offers analyses of commercial material, medical discourses and legal documents to show how a Swedish, Viagra-consuming subject has been constructed in relation to the drug and how Viagra is imagined in relation to the Swedish man.