

1. Record Nr.	UNINA9910480195703321
Autore	Holbrook Morris B
Titolo	Consumer research [[electronic resource]] : introspective essays on the study of consumption // Morris B. Holbrook
Pubbl/distr/stampa	Thousand Oaks, : SAGE, c1995
ISBN	1-4522-4743-9 1-4833-2733-7
Descrizione fisica	1 online resource (433 p.)
Disciplina	658.834
Soggetti	Consumers - Research Consumer behavior Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 369-399) and index.
Nota di contenuto	""Cover""; ""Contents""; ""Preface""; ""Chapter 1 - A Brief History of Morris the Cat""; ""Chapter 2 - Theory Development is a Jazz Solo""; ""Chapter 3 - On Hatching a Program of Consumer Research""; ""Chapter 4 - What is Consumer Research?""; ""Chapter 5 - O, Consumer, How You've Changed""; ""Chapter 6 - Whither Consumer Research?""; ""Chapter 7 - Romanticism, Subjective Personal Introspection, and Morris the Epicurean""; ""Chapter 8 - The Role of Lyricism in Consumer Research""; ""Chapter 9 - Dogmatism and Catastrophe in the Development of Marketing Thought""; ""Chapter 10 - I'm HIP"" ""Chapter 11 - Epilogue""""References""; ""Index""; ""About the Author""
Sommario/riassunto	This collection of essays provides a personal, thought-provoking and often humorous documentation of the evolution of the field of consumer research. The book highlights aspects of hotly debated issues that surround this field of inquiry, and presents a picture of how consumer research has grown and developed over the past 25 years.

2. Record Nr.	UNINA9910972853003321
Autore	Alizade Mariam
Titolo	Masculine Scenarios // Mariam Alizade
Pubbl/distr/stampa	[London], : Karnac, 2003 London : , : Taylor and Francis, , 2018
ISBN	0-429-91609-4 0-429-90186-0 0-429-47709-0 1-283-24870-0 9786613248701 1-84940-373-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (161 p.)
Collana	Psychoanalysis & women series
Altri autori (Persone)	AlizadeAlcira Mariam
Disciplina	155.332 364.1523081
Soggetti	Sex (Psychology) Sex role Masculinity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A volume in the Psychoanalysis & women series for the Committee on Women and Psychoanalysis of the International Psychoanalytical Association."
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	COVER; FOREWORD; CONTRIBUTORS; CHAPTER ONE: Sex and gender: the battle between body and soul; CHAPTER TWO: Men and their bedrock: ""repudiation of femininity""; CHAPTER THREE: What do men want?; CHAPTER FOUR: Male sexuality and mental void; CHAPTER FIVE: Offending gender-being and wanting in male same-sex desire; CHAPTER SIX: The battle of the sexes; CHAPTER SEVEN: The loneliness of the homosexual; CHAPTER EIGHT: The presence of males in abortion discourse and practices; CHAPTER NINE: The sexed body and the real-its meaning in transsexualism CHAPTER TEN: Masculinity revisited: a self-deconstruction CHAPTER ELEVEN: Boy's envy of mother and the consequences of this narcissistic mortification; REFERENCES

"Human identity, sexual identity, primary and secondary identification, object choice, narcissism - all of these lie on a continuum with homosexuality, transsexualism, transvestism, heterosexuality and asexuality. Concepts on sexuality and gender are outlined anew in an interplay of theoretical and clinical networks, with the aim of increasing the efficiency of analytic praxis freed from prejudice and monolithic convention.'" - Alcira Mariam Alizade, from the Foreword

Masculine Scenarios is the third volume in a unique series edited by Alcira Mariam Alizade for the Committee on Women and Psychoanalysis of the International Psychoanalytical Association. Providing a forum for exploration and discussion of diverse issues relating to gender constructs, sexuality, and sexual identity, the series brings together an internationally renowned group of contributors trained in the psychoanalytic tradition. Masculine Scenarios concentrates on issues regarding the psychic world of men and male sexuality. The construction of gender identity, the battle of the sexes, transsexualism, homosexuality and masculinity are some of the topics discussed in this inspiring book."--Provided by publisher.
