

1. Record Nr.	UNINA9910524878103321
Autore	Gelber Steven M
Titolo	Horse Trading in the Age of Cars : Men in the Marketplace / / Steven M. Gelber
Pubbl/distr/stampa	Baltimore : , : Johns Hopkins University Press, , 2008 ©2008
ISBN	1-4214-0167-3
Descrizione fisica	1 online resource (245 p.)
Collana	Gender relations in the American experience
Disciplina	381/.45629222
Soggetti	Automobiles - Purchasing 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 (p. [175]-217) and index.
Nota di contenuto	Cover; Contents; Preface; Introduction: The Cowboy and the Flapper; 1 Horse Trading: Duping the Buyer; Horses as Masculine Symbols; The Manly Art of Horse Trading; The Reputation of Horse Traders; The Horse Trading Business; Horse Trading as a Game; The Rules of the Game; Hiding Faults; Warranties; 2 Retailing: Satisfying the Buyer; Manufactured Transportation: Carriages and Bicycles; Negotiated (Discriminatory) Prices; Single (Democratic) Prices; Satisfaction Guaranteed or Your Money Cheerfully Refunded; 3 Cars: Joining the New Marketplace; Coachmen to Chauffeurs: The Male Lineage Cars in Stores One Posted Price to All; One-Price by Law; Advertising List Prices; 4 Used Cars: Undermining the New Marketplace; Origins; Trade-In Allowances and Over-Allowances; Controlling Over-Allowances; Cheating: "Buyers Are Liars"-And So Are Sellers; 5 The Triumph of the Price Pack: Selling the Deal; Price Padding with the Pack; After-Sales Packing; The 1950's: ". . . for Thieves to Sell to Mental Defectives"; Advertising and Blitz Marketing; Posting a Price; The Great Warranty War; 6 Bad Guys; The Car Seller's Career: Nasty, Brutish, and Short; The Sales Game: Tactics The Sales Game: Strategy Car Dealers' Reputation and Character; 7 Bargaining and Gender; "The Great American Sport of Bargaining"; Brokers; Cars and Masculinity; Women as Buyers and Sellers; Epilogue: Still Horse Trading in the Internet Age; The Dealer's Cost; Make Me an

2. Record Nr.	UNISALENT0991002770719707536
Autore	Maritain, Jacques
Titolo	L'educazione della persona / Jacques Maritain ; traduzione, introduzione e note a cura di Piero Viotto
Pubbl/distr/stampa	Brescia : La Scuola, 1980
Descrizione fisica	123 p. ; 20 cm.
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Altri autori (Persone)	Viotto, Piero
Soggetti	Persona
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