

1. Record Nr.	UNINA990001808310403321
Autore	Grimaldi, Clemente
Titolo	Calabrese - Aramon - Rupestris Ganzin (I.G. 953) / Clemente Gimaldi
Pubbl/distr/stampa	Palermo : Libreria Int. A. Reber, 1911
Descrizione fisica	20 p. ; 23 cm
Disciplina	634.88
Locazione	FAGBC
Collocazione	60 DONO COMES 10/24
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910458729703321
Autore	Nickels Cameron C
Titolo	Civil War humor [[electronic resource] /] / Cameron C. Nickels
Pubbl/distr/stampa	Jackson, Miss., : University Press of Mississippi, 2010
ISBN	1-62103-210-8 1-282-82131-8 9786612821318 1-60473-748-4
Descrizione fisica	1 online resource (260 p.)
Disciplina	817/.409358731
Soggetti	American wit and humor - History and criticism Electronic books. United States History Civil War, 1861-1865 Humor United States History Civil War, 1861-1865 Literature and the war
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 and index.

Nota di contenuto	Humor and the Civil War presidents -- Humor on the home front -- Civil War, war humor -- The African American in Civil War humor.
Sommario/riassunto	In Civil War Humor, author Cameron C. Nickels examines the various forms of comedic popular artifacts produced in America from 1861 to 1865, and looks at how wartime humor was created, disseminated, and received by both sides of the conflict. Song lyrics, newspaper columns, sheet music covers, illustrations, political cartoons, fiction, light verse, paper dolls, printed envelopes, and penny dreadfuls--from and for the Union and the Confederacy--are analyzed at length. Nickels argues that the war coincided with the rise of inexpensive mass printing in the United States and thus subsequently with
3. Record Nr.	UNINA9910777686503321
Autore	Sender Katherine
Titolo	Business, not politics [[electronic resource]] : the making of the gay market / / Katherine Sender
Pubbl/distr/stampa	New York, : Columbia University Press, c2004
ISBN	0-231-50916-2
Descrizione fisica	1 online resource (329 p.)
Collana	Between men--between women
Disciplina	658.8/0086/64
Soggetti	Gay consumers - United States Lesbian consumers - United States Marketing - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Based on author's thesis (doctoral)--University of Massachusetts, Amherst.
Nota di bibliografia	Includes bibliographical references (p. [287]-300) and index.
Nota di contenuto	Front matter -- CONTENTS -- Acknowledgments -- 1. The Business and Politics of Gay Marketing -- 2. Evolution, Not Revolution -- 3. Professional Homosexuals -- 4. How Gay Is Too Gay? -- 5. Selling America's Most Affluent Minority -- 6. Neither Fish Nor Fowl -- 7. Sex Sells -- 8. Just Like You -- APPENDIX 1. Pitching the Gay Market -- APPENDIX 2. The Gay Marketers -- NOTES -- WORKS CITED -- INDEX -- Backmatter

Sommario/riassunto

In a hard-hitting book that refutes conventional wisdom, Katherine Sender explores the connection between the business of marketing to gay consumers and the politics of gay rights and identity. She disputes some marketers' claims that marketing appeals to gay and lesbian consumers are a matter of "business, not politics" and that the business of gay marketing can be considered independently of the politics of gay rights, identity, and visibility. She contends that the gay community is not a preexisting entity that marketers simply tap into; rather it is a construction, an imagined community formed not only through political activism but also through a commercially supported media. She argues that marketing has not only been formative in the constitution of a GLBT community and identity but also has had significant impact on the visibility of gays and lesbians.
