1.	Record Nr.	UNINA9910779842303321
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	Titolo	Greek whisky [[electronic resource]] : the localization of a global commodity / / by Tryfon Bampilis
	Pubbl/distr/stampa	New York, : Berghahn Books, 2013
	ISBN	0-85745-878-7
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (246 p.)
	Collana	Food, nutrition, and culture ; ; v. 1
	Disciplina	394.1/309495
	Soggetti	Whiskey - Social aspects - Greece
		Whiskey industry - Greece
		Drinking of alcoholic beverages - Greece
		National characteristics, Greek
		Greece Social life and customs
	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 (p. [214]-223) and index.
	Nota di contenuto	Contents; Acknowledgments; Illustrations; Note on Transliteration; Preface; Introduction: The Social Life of Whisky; Chapter 1 - The Imported Spirits Industry in Greece; Chapter 2 - Dreams of Modernity: Imagining the Consumption of Whisky during the Golden Age of Greek Cinema; Chapter 3 - ""Keep Walking"": Whisky Marketing and the Imaginaries of Scale Making in Advertising; Chapter 4 - The Social Life of Whisky in Athens: Popular Style, Night Entertainment, and Bouzoukia with Live Greek Popular Music; Chapter 5 - The Location of Whisky in the North Aegean
		Conclusion - Trajectories of Scotch Whisky, Realms of LocalizationReferences; Index
	Sommario/riassunto	In many contexts of Greek social life, Scotch whisky has coincidentally become a symbol of "Greekness," national identity, modernity, and the middle class. This ethnographic study follows the social life of Scotch in Greece through three distinct trajectories in time and space in order to investigate how the meanings of the beverage are projected, negotiated, and acquired by various different networks. By examining the mediascapes of the Greek cultural industry, the Athenian nightlife and entertainment, and the North Aegean drinking habits, the study