

1. Record Nr.	UNINA9910784048403321
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Titolo	Where stuff comes from : how toasters, toilets, cars, computers, and many others things come to be as they are // Harvey Molotch
Pubbl/distr/stampa	New York : , : Routledge, , 2003
ISBN	1-135-94634-5 1-135-94635-3 1-280-06457-9 9786610064571 0-203-01163-5
Descrizione fisica	1 online resource (328 p.)
Disciplina	306.46 620
Soggetti	Engineering
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. 287-304) and index.
Nota di contenuto	BOOK COVER; HALF-TITLE; TITLE; COPYRIGHT; DEDICATION; CONTENTS; PREFACE; CHAPTER 1 Lash-Ups: Goods and bads; CHAPTER 2 Inside Stuff: How Professionals Do It; CHAPTER 3 Form and Function; CHAPTER 4 Changing Goods; CHAPTER 5 Venues and Middlemen; CHAPTER 6 Place in Product; CHAPTER 7 Corporate Organization and the Design Big Thing; CHAPTER 8 Moral Rules; NOTES; BIBLIOGRAPHY; INDEX
Sommario/riassunto	Molotch takes us on a fascinating exploration into the worlds of technology, design, corporate and popular culture. We now see how corporations, designers, retailers, advertisers, and other middle-men influence what a thing can be and how it is made. We see the way goods link into ordinary life as well as vast systems of consumption, economic and political operation. The book is a meditation into the meaning of the stuff in our lives and what that stuff says about us.