

1. Record Nr.	UNISA990002908180203316
Autore	PRINGLE, Heather
Titolo	Il piano occulto : la setta segreta delle SS e la ricerca della razza ariana / Heather Pringle ; [traduzione di Alberto Rezzi]
Pubbl/distr/stampa	Torino : Lindau, 2007
ISBN	978-88-7180-615-0
Descrizione fisica	535 p., [12] c. di tav. : ill. ; 21 cm
Collana	I leoni
Disciplina	943.086
Soggetti	Ebrei - Persecuzioni - Germania - 1933-1945 Nazionalsocialismo - Politica razziale
Collocazione	X.3.B. 4172
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910787205703321
Autore	Smith Toby M.
Titolo	The myth of green marketing : tending our goats at the edge of apocalypse / / Toby M. Smith
Pubbl/distr/stampa	Toronto, Ontario ; ; Buffalo, New York ; ; London, England : , : University of Toronto Press, , 1998 ©1998
ISBN	1-4426-5935-1 1-4426-5742-1
Descrizione fisica	1 online resource (198 p.)
Collana	Heritage
Disciplina	658.802
Soggetti	Green marketing Consumption (Economics) - Environmental aspects Industrialization - Environmental aspects Environmental degradation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Theoretical considerations -- Resignification of 'consume' -- The environmental movement and consumerism -- Green consumerism -- Analysis of examples -- Conclusion.
Sommario/riassunto	"In this study, Toby Smith analyses the role that social myths such as green marketing play in public understanding of the environmental crisis." "This book introduces the concept of hegemony into environmental politics, using the concept to elucidate the political, economic, and social alliance that sustains our belief in industrial expansionism. The ecological crisis of the late twentieth century presents a challenge to the very foundations of this system. The hegemonic system reacts to a threat to its structure by producing social myths that provide a 'common sense' understanding of the threat. Smith examines one such social myth, the contemporary phenomenon known as green marketing, and how it came to reinforce, rather than challenge, the ethics of productivism. By analysing green marketing as it relates primarily to the early 1990s corporate campaigns of companies such as McDonald's, Shell, and Mobil, Smith demonstrates

how these voices weave together an understanding of green consumerism using familiar language from economic and liberal democratic discourses."--Jacket.
