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American Understanding of Death; The Coffin in America: Gentility's Influence Established and Challenged  
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The Metallic Burial Case: American Respectability and Modernity; Notes; IV: God and Mammon: Selling and the Sacred; 6. Healthcare as Product: Catholic Sisters Confront Charity and the Hospital Marketplace, 1865-1925; Social and Medical Needs and the Hospital Marketplace; Entrepreneurial Enterprises; The Attraction of Scientific Medicine; Spiritual Agents of Care; Measures of Success; Spirituality as Commodity; Notes; 7. "Preachers and Peddlers of God": Ex-Slaves and the Selling of African-American Religion in the American South; Notes  
8. The Politics of Ghee Adulteration and Its Public Resolutions in Calcutta, c. 1917  
The Role of Ghee in Indian Cuisine; "Unwelcome Middlemen": The Marwari Community in Calcutta; The Adulteration of Bengal; Legislating Adulteration; Marwari Adulteration of Ghee in 1917; Legislation and its Role in Making Adulteration Visible; Postscript; Notes; V: Village and Nation: Community, Identity, and the Market; 9. Marketing Community: State Reform of Indian Village Property and Expenditure in Colonial Mexico, 1775-1810; The Remaking of Indian Society, 1521-1700  
The Bourbon Reforms and their Impact in the Tierra Caliente  
Indian Reactions to the Bourbon Reforms; Conclusion; Notes; 10. Commodifying Chinese Nationalism: MSG and the Flavor of Patriotic Production; Creating a Nationalistic Consumer Culture; The Place of Chinese Entrepreneurs in the Movement; National Products Movement Biographies; A Capitalist with Chinese Characteristics; "I am a Local Product"; Defeating "Enemy Products"; The Limits of Patriotic Production; Purifying National Products of their Foreign Components; Broader Patriotic Activities; Biographies as Patriotic Packaging; Notes  
11. Packaging Skills: Calibrating Cheese to the Global Market

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Sommario/riassunto

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