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| 1. Record Nr. | UNISA990003097670203316 |
| Autore | SCHMITT, Bernd |
| Titolo | Marketing aesthetics : the strategic management of brands, identity and image / Bernd Schmitt, Alex Simonson ; foreword by Tom Peters |
| Pubbl/distr/stampa | New York : Free Press, copyr. 1997 |
| ISBN | 0-684-82655-0 |
| Descrizione fisica | XIV, 345 p. : ill. ; 24 cm |
| Altri autori (Persone) | SIMONSON, Alex |
| Disciplina | 658.827 |
| Soggetti | Immagine aziendale - Marchi di fabbrica e di commercio |
| Collocazione | P08 2111 |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Indice: p. 331-343 |

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| 2. Record Nr. | UNINA9910791732503321 |
| Autore | Mak Geertje |
| Titolo | Doubting sex [[electronic resource]] : inscriptions, bodies and selves in nineteenth-century hermaphrodite case histories / / Geertje Mak |
| Pubbl/distr/stampa | Manchester ; ; New York, : Manchester University Press, 2012 |
| ISBN | 1-84779-469-6 1-78170-262-4 1-84779-429-7 |
| Descrizione fisica | 1 online resource (297 p.) |
| Disciplina | 616.694 |
| Soggetti | Intersexuality - History Gender identity - History Sex role - History |
| 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 | Introduction -- Inscription. Secrecy and disclosure: politics of containment -- Early sex reassignments and the absence of a sex of self -- Herculine Barbin -- Body. How to get the semen to the neck of the womb -- Justine Jumas: conflicting body politics -- The dislodgement of the person -- Self. Sex assignment around 1900: from a legal to a clinical issue -- The turn inwards -- Scripting the self: N. O. Body's autobiography -- Conclusion. |
| Sommario/riassunto | "An adolescent girl is mocked when she takes a bath with her peers, because her genitals look like those of a boy. A couple visits a doctor asking to 'create more space' in the woman for intercourse. A doctor finds testicular tissue in a woman with appendicitis, and decides to keep his findings quiet. These are just a few of the three hundred European case histories of people whose sex was doubted during the long nineteenth century that Geertje Mak draws upon in her remarkable new book. How did people deal with such situations? How did they decide to which sex a person should belong? This groundbreaking analysis of clinical case histories shows how sex changed from an outward appearance inscribed in a social body to something to be found deep inside body and self. A fascinating, easy to follow, yet |

sophisticated argument addressing major issues of the history of body, sex, and self, this volume will fit advanced undergraduate courses, while challenging specialists."--Publisher's website.

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| 3. Record Nr. | UNINA9910808962403321 |
| Autore | Shahin Mazen <1947-> |
| Titolo | Explorations of mathematical models in biology with MATLAB // Mazen Shahin, Department of Mathematical Sciences, Delaware State University, Dover, DE |
| Pubbl/distr/stampa | Hoboken, New Jersey : , : Wiley, , 2014 2014 |
| ISBN | 1-118-54853-1 1-118-54859-0 |
| Descrizione fisica | 1 online resource (390 pages) : illustrations |
| Classificazione | 461.9 570.1/5195 |
| Disciplina | 570.1/5195 |
| Soggetti | Biology - Mathematical models |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes bibliographical references (p. 277-278) and index |
| Nota di bibliografia | Includes bibliographical references and index. |