

1. Record Nr.	UNINA9910793132003321
Autore	Rutherford Paul
Titolo	The Adman's dilemma : from Barnum to Trump / / Paul Rutherford
Pubbl/distr/stampa	Toronto : , : University of Toronto Press, , [2018] ©2018
ISBN	1-4875-1903-6 1-4875-1902-8
Descrizione fisica	1 online resource (x, 456 pages)
Classificazione	AP 14450
Disciplina	659.1042
Soggetti	Advertising - Social aspects Advertising - History Advertising executives - History Advertising in popular culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction: Enter "Don Draper," 2007 -- Prelude: The Con Man, the Adman, and the Trickster: Herman Melville, The Confidence-Man: His Masquerade, 1857 -- 1. The Huckster's Game -- 2. The Rise of the Advertising Agent -- 3. The Chronicle of Struggle -- 4. A Worrisome Dominion -- 5. The Gospel of Creativity -- 6. A Tyranny of Signs -- Conclusion: Deception and Its Discontents: Farewell "Don Draper," 2015 -- Afterword: The Triumph of the Huckster: Donald J. Trump, Republican Nomination Acceptance Speech, 21 July 2016 -- The Moral of the Biography -- Notes -- Concept Index -- Name Index
Sommario/riassunto	The Adman's Dilemma is a cultural biography that explores the rise and fall of the advertising man as a figure who became effectively a licensed deceiver in the process of governing the lives of American consumers. Apparently this personage was caught up in a contradiction, both compelled to deceive yet supposed to tell the truth. It was this moral condition and its consequences that made the adman so interesting to critics, novelists, and eventually filmmakers. The biography tracks his saga from its origins in the exaggerated doings of P.T. Barnum, the emergence of a new profession in the 1920s, the heyday of the

adman's influence during the post-WW2 era, the later rebranding of the adman as artist, until the apparent demise of the figure, symbolized by the triumph of that consummate huckster, Donald Trump. In *The Adman's Dilemma*, author Paul Rutherford explores how people inside and outside the advertising industry have understood the conflict between artifice and authenticity. The book employs a range of fictional and nonfictional sources, including memoirs, novels, movies, TV shows, websites, and museum exhibits to suggest how the adman embodied some of the strange realities of modernity.

2. Record Nr.	UNINA9910823965903321
Titolo	Metaphrasis : a Byzantine concept of rewriting and its hagiographical products / / edited by Stavroula Constantinou, Christian Høgel ; with the assistance of Andria Andreou
Pubbl/distr/stampa	Leiden, The Netherlands ; ; Boston : , : Brill, , [2021] ©2021
ISBN	90-04-43845-9
Descrizione fisica	1 online resource
Collana	Medieval Mediterranean ; ; Volume 125
Disciplina	235.209
Soggetti	Christian hagiography - History and criticism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The anomalous transition of beneficial tales / John Wortley -- Metaphrasis and versification : the Paradeisos as a reworking of Apophthegmata patrum / Kristoffel Demoen -- Psychological introspection and the image of sanctity in the metaphrastic Menologion / Laura Franco -- A rewriter at work : Nikephorous Xanthopoulos and the Pege Miracles / Stavroula Constantinou.
Sommario/riassunto	Metaphrasis: A Byzantine Concept of Rewriting and Its Hagiographical Products represents a first and authoritative discussion of rewriting in Byzantium. It brings together a rich variety of articles that treat the topic of hagiographical rewriting from various angles. The contributors discuss and comment on different kinds of texts in Greek and other

languages, including Apophthegmata Patrum , Passions, Saints' Lives, Enkomia, Miracle Collections, Synaxaria , and Menologia which date from late antiquity to late Byzantium. The volume offers a series of case studies examining how the same legends evolved through time by the process of rewriting. It is shown that the main driving force behind such rewriting was adaptation to different audiences and contexts. This work argues that rewriting is central to Christian cultures in the Middle Ages.
