

1. Record Nr.	UNINA9910793250603321
Autore	Urdea Alexandra
Titolo	From storeroom to stage : Romanian attire and the politics of folklore / / Alexandra Urdea
Pubbl/distr/stampa	New York ; ; Oxford : , : Berghahn, , 2019
ISBN	1-78920-104-7
Descrizione fisica	1 online resource (209 pages)
Collana	Material mediations : people and things in a world of movement ; ; Volume 10
Disciplina	391.009498
Soggetti	Clothing and dress - Romania Costume - Romania Folklore - Romania Material culture - Romania National characteristics, Romanian Romania Social life and customs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Figures -- Acknowledgements -- Part I. Objects Defined -- INTRODUCTION Where a Collection Can Take You -- 1 Framing the Object -- Part II. Objects Kept -- 2 Unfolding the Past: The Context of the Archives -- 3 Out of the Wardrobes -- Part III. Objects in Place -- 4 Bringing It All Back Home -- 5 Houses of Modernity -- 6 Reconfigurations of the Public Space -- Part IV. Objects on Stage -- 7 The Boundaries of Folclor -- 8 Folklore Stars -- CONCLUSION What Does 'Folklore' Do? -- References -- Index
Sommario/riassunto	Departing from an ethnographic collection in London, From Storeroom to Stage traces the journey of its artefacts back to the Romanian villages where they were made 70 years ago, and to other places where similar objects are still in use. The book explores the role that material culture plays in the production of value and meaning by examining how folk objects are mobilized in national ideologies, transmissions of personal and family memory, museological discourses, and artistic acts.

2. Record Nr.	UNINA9910793983303321
Autore	Nath Naren
Titolo	The consumer revolution : tipping the balance of power // Naren Nath
Pubbl/distr/stampa	Los Angeles, CA : , : SAGE Publications, Inc., , 2020
ISBN	93-5388-593-0 93-5328-755-3 93-5328-754-5
Edizione	[1st edition.]
Descrizione fisica	1 online resource (254 pages) : illustrations
Disciplina	339.47
Soggetti	Consumer movements Consumption (Economics)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Revolutions -- Tectonic power shift -- Information ignition -- The communication crescendo -- Rewiring relationships -- Political power in play -- Emancipation in entertainment -- Customer-centric commerce and advertising -- Something spectacular this way comes -- About the author.
Sommario/riassunto	In this ground breaking book, Naren Nath provides a sweeping narrative of revolutions since the dawn of human civilization, leading up to the current and most impactful of them all-the consumer revolution. The book paints a gripping picture of consumers melding together, akin to nuclear fusion, to unleash unprecedented amount of energy and creativity, setting in motion a stunning transfer of power from traditional institutions. In doing so, it tosses up myriad new business ideas, and also highlights some of the sinister implications if the revolution is not harnessed correctly. The Consumer Revolution provides a fascinating context and rationale for some of the biggest current events and trends around the world. It is a stirring call for action to billions of everyday consumers to express their will and wield power in this ultimate doctrine of consumer empowerment.