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Nota di contenuto	Contents; Foreword; Acknowledgments; Introduction; Ch01. A Family's Rise in Times of Fortune and Despair; Ch02. Lydia Stands Up, Stands Out; Ch03. Of Bloodletting and Poisons; Ch04. Of Patent Medicines, Abuses and All; Ch05. The Vegetable Compound Takes Root; Ch06. Portrait of a Woman Who Led the Way; Photospread; Ch07. In Death, Lydia Still Lights the Way; Ch08. The 1890s; Ch09. The Gospel According to Lydia; Ch10. Attack of the Muckrakers; Ch11. Times Change, but theCompound Lives On; Ch12. Call Her Good, Call Her Bad, Call Her a Success; Bibliography; Index; About the Author
Sommario/riassunto	In Lydia Pinkham: The Face That Launched a Thousand Ads, historian Sammy R. Danna offers the latest book-length biography that explores all sides of the Lydia Pinkham phenomena. Danna illustrates how remarkable an American historical figure she was, who with associates masterfully used and reinvented the marketing tools of her day, while battling the misogyny of the medical establishment. But Danna also asks whether she was just a grandmotherly version of the pitchmen who roamed from town to town with their snake oil elixirs. Students and scholars in the fields of women's studies, American cul