

1. Record Nr.	UNISA996392477903316
Autore	Luis, de Granada, <1504-1588.>
Titolo	A memoriall of a Christian life [[electronic resource]] : wherein are treated all such thinges, as appertaine vnto a Christian to doe, from the beginning of his conuersion, vntill the end of his perfection : deuided into seauen treatises, the particulers whereof are noted in the page following // written first in the Spanish tongue, by the famous religious father, F. Lewis de Granada .
Pubbl/distr/stampa	At S. Omers, : For Iohn Heigham, M. DC. XXV [1625]
Descrizione fisica	618, [6] p. : ill
Altri autori (Persone)	HopkinsRichard <d. 1594?>
Soggetti	Christian life - Catholic authors Confession Penance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Translation of the first volume of Granada's Memorial de la vida christiana. Translator's dedication signed: Richard Hopkins. Signatures: A-2Qâ. Numerous errors in paging. Contains only first four treatises. Imperfect: slightly faded, with print show-through. Reproduction of original in the Cambridge University Library.
Sommario/riassunto	eebo-0021

2. Record Nr.	UNINA9910814581603321
Autore	Mutzel Sophie
Titolo	Making sense : markets from stories in new breast cancer therapeutics // Sophie Mutzel
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , [2023] ©2023
ISBN	1-5036-3407-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (222 pages)
Collana	Culture and economic life
Disciplina	616.99449061
Soggetti	Pharmaceutical biotechnology industry Breast - Cancer - Treatment - Technological innovations Breast - Cancer - Treatment - Economic aspects Drug development - Economic aspects Narration (Rhetoric) - Economic aspects Narration (Rhetoric) - Social aspects Markets - Social aspects
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 -- 1 Markets and Stories -- 2 Breast Cancer Therapies and Innovation -- 3 A Market of Expectations -- 4 Making Sense of the Market -- 5 Patterns in Meaning-Making: Categories over Time -- Conclusion: Markets from Stories -- Appendix A: Research Design and Data -- Appendix B: Technical Details on Formal Analyses -- Notes -- Bibliography -- Index
Sommario/riassunto	Breast cancer is one of the most commonly diagnosed cancers and a leading cause of death for women worldwide. With advances in molecular engineering in the 1980s, hopes began to rise that a non- toxic and non-invasive treatment for breast cancer could be developed. These hopes were stoked by the researchers, biotech companies, and analysts who worked to make sense of the uncertainties during product development. In Making Sense Sophie Mützel traces this emergence of "innovative breast cancer therapeutics" up to the 2010s, through the lens of the narratives of the involved actors. Despite the notorious unpredictability of cancer drug development these actors are tasked

with establishing a client base and capturing the attention of potential investors, even before trials are completed. Combining theories of economic and cultural sociology, Mützel shows how stories are integral for the emergence of new markets; stories of the future create a market of expectations prior to any existing products. Making Sense uses thousands of press statements, media reports, scientific reports, and financial and industry analyses to illustrate these mechanisms, presenting a fresh view of how life-prolonging innovations can be turned into market products.
