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Titolo	Exciting the Body : Sensoriality and Capitalism in Modern Culture // by Sonsoles Hernández Barbosa
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Nota di contenuto	1. Introduction: Modernity, a culture of the senses -- 2. Department stores: Trading in sensible pleasure -- 3. The birth of mass marketing: the image in the pursuit of empathy -- 4. Come and see: sensory stimulation in leisure culture -- 5. Material culture for sensibility in the private environment -- 6. Pathologies of over-stimulation: an interpretation based on Georg Simmel -- 7. The dandy or how to distinguish oneself through the senses -- 8. Conclusion: Rethinking the modern individual through the senses.
Sommario/riassunto	"In Exciting the Body Hernandez Barbosa builds a highly original and cohesive argument about sensory stimulation as it has intersected with the history of commercial culture. The author brings fresh perspectives

on the study of consumer culture by applying theoretical insights drawn from musicology, cultural history and art history to analyse a wide range of sources, including sounds that affect the senses. This interdisciplinary book would appeal to those interested in the history of commercial culture, visual culture, and musicology." — Haejeong Hazel Hahn, Professor of History, Seattle University, USA This book uncovers how during the origins of modernity in the nineteenth century the senses were mobilised to sell more, both through the popularisation of objects aimed at the senses (such as panoramas, optical boxes, automatons, music boxes and pianolas), and also through marketing mechanisms (for example, advertising and window dressing). All these novel objects and spaces had one thing in common: the aim of attracting the public by stimulating the senses. By examining practices that mobilised the senses in the emerging fields of advertising, marketing and the leisure industry, and through an approach that involves elements from the history of the senses, visual studies, sound studies and aesthetics, this book explores what this new sensory-driven mass culture was all about. The basis of English translation of this book, originally in Spanish *Vidas excitadas. Sensorialidad y capitalismo en la cultura moderna* (2022), was facilitated by artificial intelligence. The author, with the support of Lucille Banham, has subsequently revised the text further in an endeavour to refine the work stylistically. Sonsoles Hernández Barbosa is Senior Lecturer in the Department of Historical Sciences and Art Theory at the University of the Balearic Islands, Spain.
