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Nota di contenuto	Intro -- Contents -- Acknowledgments -- Introduction -- Knowledge and the Paradigm of Man: The Nihilism of Gulliver's Travels -- Property and the Paradigm of Woman: Figura, Subjectivity, and Possession -- Consumers' Readings -- Knowledge, Virtue, and a Paragon of Woman: The Clarissa of Clarissa -- Property, Virtue, and a Paragon of Man: Pope's "Pope -- Conclusion -- Notes -- Bibliography -- Index.
Sommario/riassunto	Providing original readings of such major texts as Gulliver's Travels and Clarissa, this study enlarges our sense of the Modernizing process. It also shows how a consumer-driven, Darwinian model of adaptive change, affecting literature and its readership, can help us understand the ways in which literature can have social efficacy.