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Nota di contenuto	Intro -- CONTENTS -- ACKNOWLEDGMENTS -- INTRODUCTION -- CHAPTER 1. NATURE AND ESSENCE OF THE PLEASURE PHENOMENON --

Epicurean School on Pleasure -- Stoics and Pleasure -- Cynics and Pleasure -- Modern Science on Pleasure -- CHAPTER 2. PLACE AND ROLE OF PLEASURE IN BEHAVIORAL MARKETING -- Decision-Making Process and Role of a Pleasure in It -- Evolution and Socio-Creative Differentiation -- Pleasure Became a Commodity, and Marketing Enslaved People -- The Ultimatum of Pleasure -- Can Humans Resolve The Ultimatum of Pleasure -- What To Expect If We Succeed -- CHAPTER 3. EVOLUTION OF CULTURE AND PLEASURE -- Pleasure of the Dionysian culture -- Pleasure of the Apollonian culture -- Pleasure in the life of a medieval person -- Pleasure in the Renaissance era -- Pleasure of the Faustian culture of Modern Times -- CHAPTER 4. PLEASURE IN THE AGE OF MASS CONSUMPTION -- Boring century? -- A black hole in the internal space -- Boredom for sale -- Oil will end, boredom will not -- Pleasure in communication -- Social networks in the blend pool -- Communication as food -- Loss of pleasure -- To return communication value. To return pleasure -- 10 friends" experiment -- 100 phrases" Game -- Pleasure in the game -- What attracts us so much in games? -- The reason of dependence on gambling. -- A prophylactic role of games -- How not to get into the game dependence -- To use games for benefit -- Pleasure from information, news -- A life in the phone -- The body is melting -- Temptation of information -- Pleasure from news -- Marketing and news -- Stories and storytelling -- Born for gossips -- Information ecology -- Pleasure from conformity, social concordance -- Pleasure from social confirmation -- Non-conformism as a mistake -- Conformism as a way of survival -- Pleasure dualism -- Pleasure from being useful. Help cures -- A desire to help is in our blood. Deviation towards the norm -- Indulgences: more often, more numerous -- To surpass the pleasure from help -- Dark side of fault -- CHAPTER 5. THE ULTIMATUM OF PLEASURE. CONSUMER CAPITALISM VS HUMANISTIC CULTURE -- Knowledge about humans against humans -- Easy pleasure became a narcotic -- Between pain and pleasure -- The Ultimatum: a man or a consumer -- CHAPTER 6. HOW TO RISE ABOVE PLEASURE -- The sense of pleasure -- The pleasure generates desire and stress -- Dopamine trace -- Exercises from Roberto Assagioli. Desire is at the heart of everything -- How to arouse the desire according to R. Assagioli -- Exercises to develop willpower by R. Assagioli -- Soul gymnastics -- Exercises to train the will in everyday life -- Physical exercises for training the will -- Exercises from Kelly McGonigal -- Breath -- Five-minute ecological charging -- Healthy sleep -- Pause of 10 minutes -- To take away tomorrow -- To draw a future portrait -- Not to block, not to blame -- Progress -- Exercises from Arsen Dallan -- Little no's -- To control the internal monologue -- Me of yesterday"-the chief -- The exact schedule -- Surround yourself with generators of desires -- Other exercises -- Meditation -- Meals -- To tease yourself -- Tension of muscles -- Intermediate terms -- Desire in the service of usefulness -- The scheme of moving towards pleasure -- Habits are a way to learn to derive new pleasure -- How to form habits -- Not to allow to be deprived of deliberate pleasure -- Fear steals pleasure -- Another one's will steals pleasure -- Automatisms steal pleasure -- Another one's violent will -- Absence of sense steals pleasure -- To rethink the system of values -- CHAPTER 7. TRAPS OF PLEASURE -- Where the Unconscious Pleasure Leads to -- Pleasure from Suffering -- Pleasure from Isolation -- Pleasure from Belonging -- Pleasure from Domination and Submission. Pleasure from Escape -- Pleasure and Guilt -- CHAPTER 8. WHAT WILL HAPPEN WHEN WE RISE ABOVE PLEASURE -- Man-God and God-Man -- The need for the New Humanism -- CONCLUSION.

Sommario/riassunto

It is a hard psychological fact that the desire for pleasure is the ultimate factor in most of human decision-making. But as dominant as the pleasure principle has been in the cultural development of mankind, its impact has so far never been fully acknowledged. In the hands of a powerful minority that controls global capital flows, pleasure has been turned into the most profitable item for sale, preying on the consumerist desires it helped to create. Re-evaluating the very notion of 'pleasure' and assessing its often sinister influence on the course of our civilization, *The Pursuit of Pleasure* unveils how the determinants of human behavior are now in the hands of global marketers whose sole aim is the maximization of profit, not the personal development of their customers. This powerful book shows how the overcoming of the pleasure principle through the management of pleasure can be the foundation of a new humanist culture in which people are conscious and aware of their choices.
