

1. Record Nr.	UNINA9910963621603321
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Titolo	The Wild West : the mythical cowboy and social theory / / Will Wright
Pubbl/distr/stampa	London ; ; Thousand Oaks, Ca., : SAGE, 2001 London ; ; Thousand Oaks, Ca. : , : SAGE, , 2001
ISBN	9786610369348 9781446240625 1446240622 9780761952336 0761952330 9781280369346 1280369345 9781412933889 1412933889
Edizione	[1st ed.]
Descrizione fisica	1 online resource ([vi], 205 p.)
Collana	Core cultural icons
Disciplina	302.540978
Soggetti	Individualism Social contract Individualism - West (U.S.) Civil society - West (U.S.) West (U.S.) Social conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [194]-197) and indexes.
Nota di contenuto	Cover; Contents; Acknowledgements; Introduction; Part 1: Individualism; Chapter 1 - The Social Contract; Chapter 2 - 'Natural' Individuals; Chapter 3 - The Invisible Hand; Part 2: Industrial Problems; Chapter 4 - Karl Marx: The Revolutionary and the Cowboy; Chapter 5 - Max Weber: Bureaucracy and the Cowboy; Chapter 6 - Emile Durkheim: Endless 'Frontiers'; Chapter 7 - Separating the Women; Chapter 8 - Removing the Indians; Chapter 9 - Sustaining the Wilderness; Conclusion; References; Index; File and Television Index
Sommario/riassunto	Will Wright explores the continuing popularity of the myth of the Wild

West, demonstrating how, as a cultural icon, it speaks deeply to a desire for individualism and liberty. The author discusses the myth through market and social theory.
