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Nota di contenuto	Table of Contents; Acknowledgments; Preface; Chapter One: Othering and Branding; Chapter Two: Branding the Family; Chapter Three: (Dis)Embodying the Branding of Protection; Chapter Four: "Jose Padilla" and "Osama bin Laden"; Chapter Five: From Branding to Bodies; Bibliography; Index; About the Author
Sommario/riassunto	Branded Bodies, Rhetoric, and the Neoliberal Nation-State, by Dr. Jennifer Wingard, explores how neoliberal economics has affected the rhetoric of the media and politics, and how in very direct, material ways it harms the bodies of some of the United States' most vulnerable occupants. Wingard explains how the state uses certain bodies that will never be accepted as citizens as an underclass in service of capital, and explores how those underclassed "bodies" are identified through