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Nota di bibliografia	Includes bibliographical references (p. 125-134) and index.
Nota di contenuto	Gene origin stories -- Prescribing rhetorical work : genetic theories, gemmules, and genes -- Genes on Main street -- Genes, figures, things, objects -- Figuratively speaking : genes, sexuality, and the authority of science -- Genome : the secret of how tropes work in the life sciences.
Sommario/riassunto	Traces the rhetorical work of the gene in scientific and nonscientific discourse throughout the twentieth century.