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| 1. Record Nr. | UNISA990001928210203316 |
| Autore | SINOIR, Guy |
| Titolo | L'orientamento professionale / Guy Sinoir ; [traduzione di E. Rivoire e G. Vecchi] |
| Pubbl/distr/stampa | Milano : Garzanti, 1954 |
| Descrizione fisica | 112 p. ; 19 cm |
| Collana | Serie saper tutto |
| Soggetti | Orientamento professionale |
| Collocazione | II.4. 2379(VI C 1192) |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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- | | |
|-------------------------|---|
| 2. Record Nr. | UNISA996386021303316 |
| Autore | Beaulieu Luke <1644 or 5-1723.> |
| Titolo | Planes apokalypsis. Popery manifested, or, the Papist incognito made known [[electronic resource]] : by way of dialogue betwixt a Papist priest, Protestant gentleman, and Presbyterian divine. In two parts. Intended for the good of those that shall read it by L. B. P |
| Pubbl/distr/stampa | London, : printed for Henry Brome, at the Gun at the west end of S. Pauls, 1673 |
| Descrizione fisica | [12], 52, [4], 75, [1] p |
| Soggetti | Catholics
Protestantism - England |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Part 2 has a caption title: Popery manifested, and the Papist incognito made known. With separate pagination and continuous register. The first two words of the title transliterated from the Greek. The words "Papist" to "divine" are connected by a left brace. |

By Luke Beaulieu.

Reproduction of original in the Bodleian Library, Oxford, England.

Sommario/riassunto

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3. Record Nr.

UNINA9910972302503321

Autore

Cronin Anne M. <1967->

Titolo

Advertising myths : the strange half-lives of images and commodities /
/ Anne M. Cronin

Pubbl/distr/stampa

London ; ; New York, NY : Routledge, c2004
London ; ; New York, NY : , : Routledge, , 2004

ISBN

1-135-14149-5
1-283-84290-4
1-135-14141-X
0-203-60368-0

Edizione

[1st ed.]

Descrizione fisica

1 online resource (166 p.)

Collana

International library of sociology

Disciplina

659.1/042
659.1042

Soggetti

Advertising - Social aspects
Consumer behavior
Consumption (Economics) - Social aspects

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. [137]-147) and index.

Nota di contenuto

Cover; Advertising Myths: The strange half-lives of images and commodities; Copyright; Contents; Figures; Acknowledgements; Abbreviations; Introduction; 1 Images, commodities and compulsions: Consumption controversies of the nineteenth century; Commodities, consuming pathologies and the useless object; Advertising and the dialectical image; Signs of the times? Gender, commodities and modernity; 2 Advertising as site of contestation: Criticisms, controversy and regulation; Regulating culture; Instituting beliefs: trade associations and non-governmental organizations; Legislating advertising

3 Advertising agencies: Commercial reproduction and the management of belief Advertising effects and agencies' self-promotional practices; Regulation, promotional rhetoric and commercial practice; Controversies and regulation; Understanding advertising; 4 Animating images: Advertisements, texts, commodities; Text, commodity, pathology; Antidotes to advertising and the maladies of representation; Commodities, persons and ownership; 5 Advertising reconsidered; Cultures of addiction? Consumption, representation and crisis rhetoric; A politics of synthetics; Advertising and taxonomy; Notes Bibliography Index

Sommario/riassunto

Advertising is often portrayed negatively, as corrupting a mythically pure relationship between people and things. In *Advertising Myths* Anne Cronin argues that it is better understood as a 'matrix of transformation' that performs divisions in the social order and arranges classificatory regimes. Focusing on consumption controversies, Cronin contends that advertising is constituted of 'circuits of belief' that flow between practitioners, clients, regulators, consumers and academics. Controversies such as those over tobacco and alcohol advertising, she argues, distil these beliefs and a
