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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Part one: Platonic protreptic. Levels of discourse in Plato's dialogues ; Narrative between Socrates and Crito ; From narrative to drama: inside the intradiegetic level ; Return to the extradiegetic level: metalepsis ; Creating consumers and consensus in the Protagoras -- Part two: Isocratean Protreptic. "Professional" protreptic: Against the Sophists ; Paraenetic protreptic: Ta apxia and exhorting young tyrants ; Judging protreptic: Antidosis, Panathenaicus -- Epilogue: Aristotelian protreptic and a stabilized genre.
Sommario/riassunto	In 4th century bce Athens, the first professional philosophers developed different strategies to market their respective disciplines. Using different genres and discourses, they forged the emerging genre of the 'protreptic'. Simply put, protreptic discourses use a 'rhetoric of conversion' that urges a young person to adopt a specific philosophy among many in order to live a truly good life. Collins argues that the Plato, Isocrates, and Aristotle used protreptic discourse to market philosophical practices and to define and legitimise a new cultural institution: the school of higher learning.