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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Figures; Preface and Acknowledgments; Introduction. Lessons and Methods from eBay; One. Between Security and Distrust: eBay's Brand, Fan, and Virtual Communities; Two. Pins, Cards, and Griffith's Jacket: Producing Identity and Brand Communities through eBay Live! Conferences and Collecting; Three. You Can "Get It On" eBay: Selling Gender, Sexuality, and Organizational Logic through the Interface; Four. eBay's Visible Masculinities: "Gay" and "Gay Interest" Listings and the Politics of Describing Five. eBay Boys Will Be Lesbians: Viewing "Lesbian" and "Lesbian Interest" Vintage Photography Listings Six. Re-collecting Black Americana: "Absolutely Derogatory" Objects and Narratives from eBay's Community; Afterword. Everything in Moderation: The Regulating Aspects of craigslist and the Moral Assertions of "Community Flagging"; Notes; Works Cited; Index
Sommario/riassunto	In Buy It Now, Michele White examines eBay and its emphasis on community and social norms, revealing the cultural assumptions about gender, race, and sexuality that are reinforced throughout the site. She shows how instructional texts, rule systems, and advertisements

"configure the user," allowing eBay to indicate how the site is supposed to function while concurrently upholding and promoting particular social values, practices, and norms.
