

1. Record Nr.	UNISALENTO991001089099707536
Autore	Bonnange, Claude
Titolo	Don Giovanni o Pavlov : i due volti della comunicazione pubblicitaria. Saggio sulla comunicazione pubblicitaria / Claude Bonnange, Chantal Thomas
Pubbl/distr/stampa	Milano : Lupetti & Co., 1988
ISBN	8885838200
Descrizione fisica	165 p. ; 23 cm.
Collana	Segnali
Altri autori (Persone)	Thomas, Chantalauthor
Soggetti	Mass media e pubblicità Pubblicità e mass media
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNISA996552361803316
Autore	Rusterholz Caroline
Titolo	Women's medicine : sex, family planning and British female doctors in transnational perspective, 1920-70 // Caroline Rusterholz
Pubbl/distr/stampa	Manchester : , : Manchester University Press, , 2020 ©2020
ISBN	9781526149114 1526149117 9781526156556 1526156555
Descrizione fisica	1 online resource (xii, 263 pages) : illustrations
Collana	Social histories of medicine
Soggetti	Family planning - Great Britain - History - 20th century Women in medicine - Great Britain - History - 20th century Women's health services - Great Britain - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index
Sommario/riassunto	Women's medicine highlights British female doctors' key contribution to the production and circulation of scientific knowledge around contraception, family planning and sexual disorders between 1920-70. It argues that women doctors were pivotal in developing a holistic approach to family planning and transmitting this knowledge across borders, playing a more prominent role in shaping scientific and medical knowledge than previously acknowledged. The book locates women doctors' involvement within the changing landscape of national and international reproductive politics. Illuminating women doctors' agency in the male-dominated field of medicine, this book reveals their practical engagement with birth control and later family planning clinics in Britain, their participation in the development of the international movement of birth control and family planning and their influence on French doctors. Drawing on a wide range of archived and published medical materials, Rusterholz sheds light on the strategies British female doctors used and the alliances they made to put forward

their medical agenda and position themselves as experts and leaders in birth control and family planning research and practice. This book is relevant to United Nations Sustainable Development Goal 5, Gender equality.
