

1. Record Nr.	UNINA9910476803503321
Autore	Johnson Ericka
Titolo	Glocal pharma : international brands and the imagination of local masculinity // Ericka Johnson, Ebba Sjogren, Cecilia Asberg
Pubbl/distr/stampa	[Place of publication not identified] : , : Taylor & Francis, , 2016
Descrizione fisica	1 online resource (vi, 125 pages)
Collana	Global connections
Disciplina	338.476151
Soggetti	Pharmaceutical industry - Management Globalization - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction: global pharmaceuticalization -- Governing by drugs: conniving patients, beguiled doctors and disciplining drugs -- 'A few good men' are not enough: upsetting general categories with specific knowledge when making reimbursement decisions -- The Swedish medical discourse: impotence, erectile dysfunction and Viagra in Lukartigningen -- Alpha-blockers and a weaker pharmaceutical influence on medical discourse -- Enrolling men, their doctors and partners: individual and collective responses to erectile dysfunction -- Viagra selfhood: pharmaceutical advertising and the visual formations of Swedish masculinity -- Conclusions: global pharma and the Swedish Viagra man.
Sommario/riassunto	Employing the case study of the emergence, representation and regulation of Viagra in the Swedish market, this book offers analyses of commercial material, medical discourses and legal documents to show how a Swedish, Viagra-consuming subject has been constructed in relation to the drug and how Viagra is imagined in relation to the Swedish man.

2. Record Nr.	UNISALENTO991003828539707536
Autore	Gaxotte, Pierre
Titolo	La révolution française
Pubbl/distr/stampa	Paris : A. Fayard, c1928
Edizione	[Éd. rev. et corr.]
Descrizione fisica	VII, 447 p. ; 19 cm
Disciplina	944.04
Soggetti	Rivoluzione francese
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia