

Librería
Bonilla y Asociados
desde 1950



Título: American Fear

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Precio: \$1350.00

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780415955409

In American Fear, Peter Stearns argues that controlling fear has become a significant problem in American society. Examining how Americans have traditionally coped with and managed their anxieties in the past, and how the media, businesses, and the government have historically used fear to manipulate the consumers and the public, Stearns shows how and why distinctive American fears have emerged over the past several decades.