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An Introduction to Global Media for the Twenty-First Century - Ole J. Mjøs 2022-12-01

An Introduction to Global Media for the Twenty-First Century provides a thorough introduction to the field of global media today. The book presents the key changes taking place as the global media landscape evolves, and the main theories of the field, that explain these developments. Tracing, first, the formative development of an international and global media landscape throughout the 20th century from the telegraph, television and film export, and transnational television to the Internet, the book then focuses on developments in the 21st century. This includes: the digitization of the global media and communications sector; the popularization of the Internet and digital infrastructure such as the smartphone and platforms; the emergence of global online media and services; the production and distribution of digital media content; and the exploitation of user data. Case studies illustrate key developments throughout the book. The book shows how the field is characterized by a continuity of critical concerns in relation to power, influence, and domination; media user empowerment and exploitation; and social and sustainable development and democratic conditions, as well as geopolitical shifts, in a global context.

Brands - Celia Lury 2004

The brand, that point of connection between company and consumer, has become one of the key cultural forces of our time and one of the most important vehicles of globalization. This is a wide ranging survey of the cultural processes of branding.

Blowing Up the Brand - Melissa Aronczyk 2010

This edited volume seeks to redress the lack of scholarly work that takes promotion seriously as a form of social, cultural, political, and economic exchange. It unpacks the vernacular, the institutional structures, and the practices and performances that make up promotional culture in everyday life, offering diverse critical perspectives on how, as citizens, consumers, and users, we absorb, navigate, confront, and resist its influence. Contributions from both renowned scholars and emerging intellectuals make this book a timely and valuable contribution to the fields of media and communication studies, political science, cultural studies, sociology, and anthropology. "Melissa Aronczyk and Devon Powers have compiled a cutting-edge volume that impressively combines the work of established and rising scholars who address the power and scope of branding in our increasingly marketing-oriented culture. Its insights about the role of promotion and branding in such sectors of life as politics, art, activism, social networking, medicine, geography, academia, ethnicity, and the media make this an exciting book that is a must-read for those interested in critical-consumer studies and promotional culture."---Matthew. P. McAllister, Penn State University "In a world where seemingly everything-products, people, politics-is branded, Blowing Up the Brand is a welcome intervention. Bringing together many of the finest minds studying the subject, the editors have assembled a singularly useful guide for navigating-and challenging-the current state of ubiquitous commodification."---Stephen Duncombe, New York University; Author of Dream: Re-imagining Progressive Politics in an Age of Fantasy

The Handbook of Political Economy of Communications - Janet Wasko 2014-03-03

Over the last decade, political economy has grown rapidly as a specialist area of research and teaching within communications and media studies and is now established as a core element in university programmes around the world. The Handbook of Political Economy of Communications offers students and scholars a comprehensive, authoritative, up-to-date and accessible overview of key areas and debates.

Combines overviews of core ideas with new case study materials and the best of contemporary theorization and research Written many of the best known authors in the field Includes an international line-up of contributors, drawn from the key markets of North and Latin America, Europe, Australasia, and the Far East

Travel Connections - Jennie Germann Molz 2012-08-06

Living in a world that is increasingly 'on the move' means that many of us now rely on mobile devices, social media, and networking technologies to coordinate togetherness with our social networks even when we are apart. Nowhere is this phenomenon more evident than in the emerging practices of 'interactive travel'. Today's travellers are more likely than ever to pack a laptop or a mobile phone and to use these devices to stay in touch with friends and family members - as well as to connect with strangers and other travellers - while they are on the road. New practices such as location-aware navigating, travel blogging, flashpacking and Couchsurfing now shape the way travellers engage with each other, with their social networks, and with the world around them. Travel Connections prompts a rethinking of the key paradigms in tourism studies in the digital age. Interactive travel calls into question longstanding tourism concepts such as landscape, the tourist gaze, hospitality, authenticity and escape. The book proposes a range of new concepts to describe the way tourists inhabit the world and engage with their social networks in the twenty-first century: smart tourism, the mediated gaze, mobile conviviality, re-enchantment and embrace. Based on intensive fieldwork with interactive travellers, Travel Connections offers a detailed account of this emerging phenomenon and uncovers the new forms of mediated and face-to-face togetherness that become possible in a mobile world. This book will be of interest to students and scholars of sociology, tourism and hospitality, new media, cosmopolitanism studies, mobility studies and cultural studies.

Promotional Culture and Convergence - Helen Powell 2013-04-17

The rapid growth of promotional material through the internet, social media, and entertainment culture has created consumers who are seeking out their own information to guide their purchasing decisions. Promotional Culture and Convergence analyses the environments necessary for creating a culture of collaboration with consumers, and critically engages with key areas of contemporary promotional development, including: promotional culture's primary industries, including advertising, marketing, PR and branding, and how are they informed by changes in consumer behaviour and market conditions how industries are adapting in the digital age to attract both audiences and advertising revenue the evolving dialogues between 'new consumers' and producers and promotional industries. Ten contributions from leading theorists on contemporary promotional culture presents an indispensable guide to this creative and dynamic field and include detailed historical analysis, in-depth case studies and global examples of promotion through TV, magazines, newspapers and cinema.

Staging Mobilities - Ole B. Jensen 2013-03-05

In recent years, the social sciences have taken a 'mobilities turn'. There has been a developing realisation that mobilities do not 'just happen'. Mobilities are carefully and meticulously designed, planned and staged (from above). However, they are equally importantly acted out, performed and lived as people are 'staging themselves' (from below). Staging mobilities is a dynamic process between 'being staged' (for example, being stopped at traffic lights) and the 'mobile staging' of interacting individuals (negotiating a passage on the pavement). Staging Mobilities is about the fact that mobility is more than movement between point A

and B. It explores how the movement of people, goods, information, and signs influences human understandings of self, other and the built environment. Moving towards a new understanding of the relationship between movement, interaction and environments, the book asks: what are the physical, social, technical, and cultural conditions to the staging of contemporary urban mobilities? Jensen argues that we need to understand the contemporary city as an assemblage of circulating people, goods, information and signs in relational networks creating the 'meaning of movement'. The book will be of interest to students and scholars of sociology, urban studies, mobility studies, architecture and cultural studies.

Social TV - Cory Barker 2022-06-27

On March 15, 2011, Donald Trump changed television forever. The Comedy Central Roast of Trump was the first major live broadcast to place a hashtag in the corner of the screen to encourage real-time reactions on Twitter, generating more than 25,000 tweets and making the broadcast the most-watched Roast in Comedy Central history. The #trumproast initiative personified the media and tech industries' utopian vision for a multi-screen and communal live TV experience. In *Social TV: Multi-Screen Content and Ephemeral Culture*, author Cory Barker reveals how the US television industry promised—but failed to deliver—a social media revolution in the 2010s to combat the imminent threat of on-demand streaming video. Barker examines the rise and fall of Social TV across press coverage, corporate documents, and an array of digital ephemera. He demonstrates that, despite the talk of disruption, the movement merely aimed to exploit social media to reinforce the value of live TV in the modern attention economy. Case studies from broadcast networks to tech start-ups uncover a persistent focus on community that aimed to monetize consumer behavior in a transitional industry period. To trace these unfulfilled promises and flopped ideas, Barker draws upon a unique mix of personal Social TV experiences and curated archives of material that were intentionally marginalized amid pivots to the next big thing. Yet in placing this now-forgotten material in recent historical context, *Social TV* shows how the era altered how the industry pursues audiences. Multi-screen campaigns have shifted away from a focus on live TV and toward all-day "content" streams. The legacy of Social TV, then, is the further embedding of media and promotional material onto every screen and into every moment of life.

Haunting the Knowledge Economy - Jane Kenway 2006-11-22

This highly original book provides an engaging and critical introduction to the knowledge economy. The knowledge economy is a potent force pervading global and national policy circles. Yet few people outside the field of economics understand its central ideas and practices. This book makes these accessible. But it does much more. It provokes 'conversations' between the knowledge economy and those marginalized economies that haunt it: the risk, gift, libidinal and survival economies. These illuminate the knowledge economy's shortcomings and point to alternative possible systems of exchange and sets of values. This multi-disciplinary study takes the knowledge economy out of the hands of the economists and brings it into creative tension with the ideas of key thinkers from sociology, anthropology, philosophy and ecology. Illustrating the benefits of conversing with the ghosts of alternative economies, this provocative book will unsettle the way in which the knowledge economy is understood. Groundbreaking and globally applicable, it has been authored by internationally respected authors and its conceptual breadth pertains to a range of disciplines and gives it its wide appeal.

The Culture of Exception - Bulent Diken 2005-06-28

We live in an ever-fragmenting society, in which distinctions between culture and nature, biology and politics, law and transgression, mobility and immobility, reality and representation, seem to be disappearing. This book demonstrates the hidden logic beneath this process, which is also the logic of 'the camp'. Social theory has traditionally interpreted the camp as an anomaly, as an exceptional site situated on the margins of society, aiming to neutralize its 'failed citizens' and 'enemies'. However, in contemporary society, 'the camp' has now become the rule and consequently a new interrogation of its logic is necessary. In this exceptional volume, the authors explore the paradox of the camp, as representing both an old fear of enclosure and a new dream of belonging. They illustrate their arguments by drawing on contemporary sites of exemption - such as refugee camps, rape camps and favelas - as well as sites of self-exemption including gated communities, party tourism and celebrity cultures.

Branding the Nation, the Place, the Product - Ulrich Ermann 2017-11-22

Branding is a profoundly geographical type of commodification process. Many things become commodities that are compared and valued on markets around the globe. Places such as cities or regions, countries and nations attempt to acquire visibility through branding. Geographical imaginations are evoked to brand goods and places as commodities in order to show or create connections and add value. Yet, not all that is branded was originally intended and created for markets. This volume aims to broaden current understanding of branding through a series of contributions from geography, history, political studies, cultural, and media studies, offering insight into how ordinary places, objects and practices become commodities through branding. In so doing, the contributions also show how nation, place and product as targets of branding can be seen as intertwined. To discuss these forms of branding, book chapters refer to states, cities, holiday destinations, food malls, movies, dances, post stamps and other items that serve as brands and/or are branded. The book will be of interest to students and scholars in geography, sociology, history, cultural studies and business studies who would like to gain an understanding of the intricate and surprising ways in which things, places, and cultural practices become brands.

New Developments in Online Marketing - Stephen Tagg 2013-09-13

There can be little doubt about the profound impact that the Internet has had on all aspects of business over the past decade. Indeed, it is now widely accepted that we have entered a new and even more revolutionary phase in the development of the Net as a global marketing and communications platform; a phase characterised by information 'pull' rather than 'push', user-generated content, openness, sharing, collaboration, interaction, communities, and social networking. New generation Web-based communities and hosted applications are beginning to have a major impact on customer behaviour across a diverse range of industries. These new applications represent a fundamental change in the way people use the Internet, their online expectations, and experiences. From a marketing perspective, the most distinctive feature is not the technology involved but rather the growth of a new global culture - a 'Net generation' culture based on decentralised authority rather than hierarchy and control, online socialising and collaboration, user-generated and distributed content, open communications, peer-to-peer sharing, and global participation. Success in this new online environment, characterised by people and network empowerment, requires new 'mindsets' and innovative approaches to marketing, customer, and network relationships. This book makes a valuable contribution to the field by examining recent and future developments in online marketing, including the revolutionary impact of new media. Chapters cover a wide range of topics, including: information exchange on bulletin board systems and in online consumer portals; Web 2.0 and 'New-Wave Globals'; online tribal marketing; co-creation; industry impact; privacy issues; online advertising effectiveness; and practitioner prognostics for the future of online marketing. This book was originally published as a special issue of the *Journal of Marketing Management*.

Inside Marketing - Detlev Zwick 2011-02-24

The intensification of marketing activities in recent years has led the public to become much more aware of its role as consumers. Yet, the increased visibility of marketing materials and associated messages in everyday life is in contrast with the often little understood inner workings of the marketing profession itself, despite the widespread recognition of marketers as key agents in shaping the face of global capitalism. *Inside Marketing* offers a theoretically informed critical perspective on contemporary marketing practice and its growing cultural, economic, and political influence worldwide. This book brings together leading scholars and practitioners from the fields of business, history, economic sociology, and cultural anthropology, to analyse the inner workings and outer effects of marketing as a material social practice, an ideology, and a technique. Their work raises some important and timely questions. How has marketing transformed the pharmaceutical industry and what are the consequences for our lives? How does marketing influence the way we think of progress and modernity? How has marketing changed the way we think of childhood? And how does marketing appropriate the creativity of consumers for profit? This book offers scholars, policy-makers, and practitioners a theoretical and conceptual understanding of how marketing works as a cultural institution and as an ideology.

The SAGE Handbook of Cultural Sociology - David Inglis 2016-03-01

Cultural sociology - or the sociology of culture - has grown from a minority interest in the 1970s to become one of the largest and most vibrant areas within sociology globally. In *The SAGE Handbook of Cultural*

Sociology, a global range of experts explore the theory, methodology and innovations that make up this ever-expanding field. The Handbook's 40 original chapters have been organised into five thematic sections: Theoretical Paradigms Major Methodological Perspectives Domains of Inquiry Cultural Sociology in Contexts Cultural Sociology and Other Analytical Approaches Both comprehensive and current, The SAGE Handbook of Cultural Sociology will be an essential reference tool for both advanced students and scholars across sociology, cultural studies and media studies.

Academic Brands - Mario Biagioli 2022-07-21

Explores the rise of the brand as a medium through which the modern university represents and remakes itself.

Brands and Branding Geographies - Andy Pike 2011-01-01

'The volume edited by Andy Pike includes contributions by several leading figures in the study of brands, places and place branding. . . However, this is not what makes the book a welcome addition to the literature. What really makes the book interesting is actually the brave attempt to deal with an intrinsically difficult topic, one that is rarely - if ever - explored: the relationship between brands and branding with the places in and around which these operate. Several facets of this relationship are explored in the book. . . The book is introduced nicely by Andy Pike in a chapter that sets the scene and clarifies the intentions of the book. . . I am glad the first book to handle these issues is on my shelves.' - Mihalis Kavaratzis, Regional Studies 'An incomparably rich trove of work on the multifarious and contradictory "entanglements" between space, place, and brand. The volume helps us understand how and why "places of origin" play an ever greater role in the marketing of commodities, even while corporations continue to seek "placelessness" in pursuit of the bottom line. And it illuminates how and why entrepreneurial governments seeking to enhance global competitiveness increasingly turn to place branding - at the neighborhood, urban, and national scale - even while launching rounds of restructuring that undercut the authenticity and viability of local identities. A valuable and accessible contribution to the urban studies and cultural studies literature.' - Miriam Greenberg, University of California, Santa Cruz, US 'An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context.' - John A. Quelch, Harvard Business School, US Despite overstated claims of their 'global' homogeneity, ubiquity and contribution to 'flattening' spatial differences, the geographies of brands and branding actually do matter. This vibrant collection provides a comprehensive reference point for the emergent area of brand and branding geographies in a multi-disciplinary and international context. The eminent contributors, leaders in their respective fields, present critical reflections and synthesis of a range of conceptual and theoretical frameworks and methodological approaches, incorporating market research, oral history, discourse and visual analyses. They reflect upon the politics and limits of brand and branding geographies and map out future research directions. The book will prove a fascinating and illuminating read for academics, researchers, students, practitioners and policy-makers focusing on the spatial dimensions of brands and branding.

Fair Trade - Laura T. Raynolds 2007-06-11

This book explores the challenges and potential of Fair Trade, one of the world's most dynamic efforts to enhance global social justice and environmental sustainability through market based social change. Fair Trade links food consumers and agricultural producers across the Global North/ South divide and lies at the heart of key efforts to reshape the global economy. This book reveals the challenges the movement faces in its effort to transform globalization, emphasizing the inherent tensions in working both in, and against, the market. It explores Fair Trade's recent rapid growth into new production regions, market arenas, and commodity areas through case studies of Europe, North America, Africa, and Latin America undertaken by prominent scholars in each region. The authors draw on, and advance, global commodity and value chain analysis, convention, and social movement approaches through these case studies and a series of synthetic analytical chapters. Pressures for more radical and more moderate approaches intertwine with the movement's historical vision, reshaping Fair Trade's priorities and efforts in the Global North and South. Fair Trade will be of strong interest to students and scholars of politics, globalization, sociology, geography, economics and business.

The Cinematic Tourist - Rodanthi Tzanelli 2007-06-11

Recent years have seen a radical transformation of conventional tourist marketing and experience. The use of exotic locations in Hollywood films has allowed global audiences to enjoy distant places. Simultaneously, Hollywood screening of potential 'tourist paradises' has generated new tourist industries around the world. This book takes a closer look at this new phenomenon of 'cinematic tourism', combining theory with case studies drawn from four continents: America, Europe, Asia and Australasia. The author explores audiences' perceptions of film and their covert relationship with tourist advertising campaigns, alongside the nature of newly-born tourist industries and the reaction of native populations and nation-states faced with the commodification of their histories, identities and environments.

Theories of the Information Society - Frank Webster 2014-03-21

Information is regarded as a distinguishing feature of our world. Where once economies were built on industry and conquest, we are now part of a global information economy. Pervasive media, expanding information occupations and the development of the internet convince many that living in an Information Society is the destiny of us all. Coping in an era of information flows, of virtual relationships and breakneck change poses challenges to one and all. In Theories of the Information Society Frank Webster sets out to make sense of the information explosion, taking a sceptical look at what thinkers mean when they refer to the Information Society, and critically examining the major post-war approaches to informational development. The fourth edition of this classic study brings it up to date with new research and with social and technological changes - from the 'Twitter Revolutions' of North Africa, to financial crises that introduced the worst recession in a life time, to the emergence of social media and blogging - and reassesses the work of key theorists in the light of these changes. More outspoken than in previous editions, Webster urges abandonment of Information Society scenarios, preferring analysis of the informatization of long-established relationships. This interdisciplinary book is essential reading for those trying to make sense of social and technological change in the post-war era. It addresses issues of central concern to students of sociology, politics, geography, communications, information science, cultural studies, computing and librarianship.

Revolt, Revolution, Critique - Bulent Diken 2012-03-15

In contemporary society the idea of 'revolution' seems to have become obsolete. What is more untimely than the idea of revolution today? At the same time, however, the idea of radical change no longer refers to exceptional circumstances but has become normalized as part of daily life. Ours is a 'culture' of permanent revolution in which constant systemic disembedding demands a meta-stable subjectivity in continuous transformation. In this sense, the idea of revolution is painfully timely. This paradoxical coincidence, the simultaneous absence and presence of the desire for radical change in contemporary society, is the point of departure for the symptomatic reading this book offers. The book addresses the social, political and cultural significance of revolt and revolution in three dimensions. First, it analyzes revolt and revolution as 'events' which are of history but not reducible to it. Second, it elaborates on theories that grant revolt and revolution a central place in their structure. Thirdly, it discusses revolutionary or emancipatory theories that seek to participate in radical change. Further, since both revolt and revolution involve the critique of what exists, of actual reality, the implications of the intimate relationship between revolt, revolution and critique are explicated.

Non-Representational Theory - Nigel Thrift 2008-03-25

This astonishing book presents a distinctive approach to the politics of everyday life. Ranging across a variety of spaces in which politics and the political unfold, it questions what is meant by perception, representation and practice, with the aim of valuing the fugitive practices that exist on the margins of the known. It revolves around three key functions. It: introduces the rather dispersed discussion of non-representational theory to a wider audience provides the basis for an experimental rather than a representational approach to the social sciences and humanities begins the task of constructing a different kind of political genre. A groundbreaking and comprehensive introduction to this key topic, Thrift's outstanding work brings together further writings from a body of work that has come to be known as non-representational theory. This noteworthy book makes a significant contribution to the literature in this area and is essential reading for researchers and postgraduates in the fields of social theory, sociology, geography, anthropology and cultural studies.

No Logo - Naomi Klein 2000-01-15

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

Brands - Celia Lury 2004-08-12

Brands are everywhere: in the air, on the high-street, in the kitchen, on television and, maybe even on your feet. But what are they? The brand, that point of connection between company and consumer, has become one of the key cultural forces of our time and one of the most important vehicles of globalization. This book offers a detailed and innovative analysis of the brand. Illustrated with many examples, the book argues that brands: * mediate the supply and demand of products and services in a global economy * frame the activities of the market by functioning as an interface * communicate interactively, selectively promoting and inhibiting communication between producers and consumers * operate as a public currency while being legally protected as private property in law * introduce sensation, qualities and affect into the quantitative calculations of the market * organize the logics of global flows of products, people, images and events. This book will be essential reading for students of sociology, cultural studies and consumption.

Brands, Competition Law and IP - Deven R. Desai 2015-07-20

Introduces the emerging field of brand law and explores its interaction with the economics of modern branding.

Brands - Adam Arvidsson 2006-04-19

Drawing on rich empirical material, this revealing book builds up a critical theory, arguing that brands have become an important tool for transforming everyday life into economic value. When branding lifestyles or value complexes onto their products, companies assume that consumers desire products for their ability to give meaning to their lives. Yet, brands also have a key function within managerial strategy. Examining the history of audience and market research, marketing thought and advertising strategy; the first part of this book traces the historical development of branding, whilst the second part evaluates new media, contemporary management and overall media economics to present the first systematic theory of brands: the brand as a key institution in information capitalism. It includes chapters on: consumption marketing brand management online branding the brand as informational capital. Richly illustrated with case studies from market research, advertising, shop displays, mobile phones, the internet and virtual companies, this outstanding book is essential reading for students and researchers of the sociology of media, cultural studies, advertising and consumer studies and marketing.

Aeromobilities - Saulo Cwerner 2009-01-13

Aeromobilities is a collection of essays that tackle in many different ways the growing importance of aviation and air travel in our hypermobile, globalized world. Providing a multidisciplinary focus on issues ranging from global airports to the production of airspace, from airline work to helicopters, and from movement in airports to software systems, *Aeromobilities* seeks to enhance our understanding of space, time and mobility in the age of mass air travel. From Sao Paulo to Sydney, *Aeromobilities* draws on local experiences of airspaces to generate theory and research that are global in scope. It is the first book of its kind, bringing together a wide range of theoretical and methodological approaches to aviation and air travel in the social sciences and humanities, while emphasizing the central role of aeromobilities in contemporary social relations. In a world where virtually every aspect of social life is touched upon, in one way or another, by the complex global network of airline flows, with its large passenger aircraft and iconic international airports, *Aeromobilities* provides innovative analyses of some of the most fundamental and influential mobility networks of our time.

The Routledge Companion to Contemporary Brand Management - Francesca Dall'Omo Riley 2016-07-15

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new insights, this will be an essential resource for researchers, educators and advanced students

in branding and brand management, consumer behaviour, marketing and advertising.

Marketing Performativity - Katy Mason 2018-10-11

Marketing Performativity: Theories, practices and devices addresses concerns about the theory-practice gap so often discussed by marketing scholars, and indeed reframes this 'gap' by asking 'how is marketing theory performative?' How does marketing theory shape action? Who uses it in practice and to what effects? The individual contributions in this book look at how marketing theories are used in practice and what this means for our understanding of the practicing-theorising landscape of marketing. The book begins by considering what performativity is and how this concept is used in the marketing literature. It then considers three themes concerning the performativity of marketing that emerge from the contributions, before presenting ten empirical studies that ask how, why, and to what effect marketing theories are used and 'performed' in marketing practice. The book also summarises the implications of three themes and sketches research areas for further developing our understanding of the performativity of marketing. This book was originally published as a special issue of the *Journal of Marketing Management*.

Origination - Andy Pike 2015-05-26

Origination: The Geographies of Brands and Branding offers innovative theoretical and conceptual frameworks relating to the ways that actors create meaning and value in commodity brands and branding through processes of geographical association. Provides innovative conceptualization and theorization to facilitate an understanding of the geographical dimensions of brands and branding Challenges current interpretations of brands as vehicles of homogenization in globalization Establishes the theoretical and conceptual foundations of a more geographically sensitive approach through rigorous empirical examination of the under-researched geographical differentiation of commodity brands and branding Presents innovative new research and analysis of the socio-spatial biographies of the Newcastle Brown Ale, Burberry and Apple brands Forges strong new connections between political and cultural economy approaches within geography Provides a distinctive and incisive conceptual and theoretical framework capable of engaging other branded commodities and their branding in other times and places

Markets and the Arts of Attachment - Franck Cochoy 2017-05-18

The collection explores how sentiment and relations are organised in consumer markets. Social studies of economies and markets have much more to offer than simply adding some 'context', 'culture' or 'soul' to the analysis of economic practices. As this collection showcases, studying markets socially reveals how attachments between people and products are engineered and can explain how, and why, they fail. The contributors explore the tools and techniques used to work with sentiment, aesthetics and relationships through strategies including social media marketing, consumer research, algorithmic profiling, personal selling, and call centre and relationship management. The arts of attachment, as the various contributions demonstrate, play a crucial but often misunderstood role in the technical and organisational functioning of markets.

Urban Fears and Global Terrors - Victor Seidler 2007-10-18

First published in 2007. Routledge is an imprint of Taylor & Francis, an informa company.

Brands, Geographical Origin, and the Global Economy - David M. Higgins 2018-05-26

Indications of geographic origin for foodstuffs and manufactures have become an important source of brand value since the beginnings of globalization during the late nineteenth century. In this work, David M. Higgins explores the early nineteenth-century business campaigns to secure national and international protection of geographic brands. He shows how these efforts culminated in the introduction of legal protocols which protect such brands, including, 'Champagne', 'Sheffield', 'Swiss made' watches and 'Made in the USA'. Higgins explores the major themes surrounding these indications, tying in the history of global marketing and the relevant laws on intellectual property. He also questions the effectiveness of European Union policy to promote 'regional' and 'local' foods and why such initiatives brought the EU in conflict with North America, especially the US He extends the study with a reflection on contemporary issues affecting globalization, intellectual property, less developed countries, and supply chains.

Global Nature, Global Culture - Sarah Franklin 2000-12-08

This volume is an innovative exploration of understandings of globalisation in relation to the nature, culture and gender concerns of two decades of feminist theory.

Transforming Images - Rebecca Coleman 2015-01-28

Contemporary social and cultural life is increasingly organised around a logic of self-transformation, where changing the body is seen as key. *Transforming Images* examines how the future functions within this transformative logic to indicate the potential of a materially better time. The book explores the crucial role that images have in organising an imperative for transformation and in making possible, or not, the materialisation of a better future. Coleman asks the questions: which futures are appealing and to whom? How do images tap into and reproduce wider social and cultural processes of inequality? Drawing on the recent 'turns' to affect and emotion and to understanding life in terms of vitality, intensity and 'liveness' in social and cultural theory, the book develops a framework for understanding images as felt and lived out. Analysing different screens across popular culture - the screens of shopping, makeover television programmes, online dieting plans and government health campaigns - it traces how images of self-transformation bring the future into the present and affectively 'draw in' some bodies more than others. *Transforming Images* will be of interest to students and scholars working in sociology, media studies, cultural studies and gender studies.

Social Transnationalism - Steffen Mau 2010-03-10

In recent decades, the rise of world markets and the technological revolutions in transportation and communication have brought what was once distant and inaccessible within easy reach of the individual. The territorial and social closure that characterized nation-states is fading, and this is reflected not only in new forms of governance and economic globalization, but also in individual mobility and transnational transactions, affiliations and networks. *Social Transnationalism* explores new forms of cross-border interactions and mobility which have expanded across physical space by looking at the individual level. It asks whether we are dealing with unbridled movements and cross-border interactions which transform the lifeworlds of individuals fundamentally. Furthermore, it investigates whether, and to what degree, increases in the volume of transnational interactions weaken the individual citizen's bond to the nation-state as such, and to what extent citizens' national identities are being replaced or complemented by cosmopolitan ones

Technology and the Common Good - Allen Batteau 2022-06-10

Building on the work of Elinor Ostrom (*Governing the Commons*) the author examines how the different shared goods of a democratic society are shaped by technology and demonstrates how club goods, common pool resources, and public goods are supported, enhanced, and disrupted by technology. He further argues that as the common good is undermined by different interests, it should be possible to reclaim technology, if the members of the society conclude that they have something in common.

Approaches to Economic Geography - Ray Hudson 2016-06-10

The last four decades have seen major changes in the global economy, with the collapse of communism and the spread of capitalism into parts of the world from which it had previously been excluded. Beginning with a grounding in Marxian political economy, this book explores a range of new ideas as to what economic geography can offer as it intersects with public policy and planning in the new globalised economy.

Approaches to Economic Geography draws together the formidable work of Ray Hudson into an authoritative collection, offering a unique approach to the understanding of the changing geographies of the global economy. With chapters covering subjects ranging from uneven development to social economy, this volume explores how a range of perspectives, including evolutionary and institutional approaches, can further elucidate how such economies and their geographies are reproduced. Subsequent chapters argue that greater attention must be given to the relationships between the economy and nature, and that more consideration needs to be given to the growing significance of illegal activities in the economy. The book will be of interest to students studying economic geography as well as researchers and policy makers that recognise the importance of the relationships between economy and geography as we move towards a sustainable future economy and society.

Research Handbook on Brand Co-Creation - Markovic, Stefan 2022-03-10

Bringing together different theoretical perspectives on brand co-creation and discussing their practical applicability and ethical implications, this Research Handbook explores emerging notions of brand construction which view brands as co-created through collaborative efforts between multiple stakeholders.

Mediating Nature - Nils Lindahl Elliot 2013-04-15

Mediating Nature provides a history of the present nature of mass mediation. It examines the ways in which a number of discourses, technologies and institutions have historically shaped the current ways of imagining nature in the mass media. Where much of the existing research treats mass mediation as a matter of media technologies, texts, or institutions, this text adopts a somewhat different approach: it considers mass mediation as a historical process by means of which the members of audiences and indeed the public more generally came to be incorporated as observers in, and of mass culture. This approach allows the book to investigate the roles that a wide range of genres relating to nature played in constructing senses of nature but also of mass culture itself. The genres include landscape paintings and gardens, modern zoos, photography, early cinema, nature essays, disaster and 'animal attack' films, as well as wildlife documentaries on television. The investigation develops what Lindahl Elliot describes as a 'social semeiotic' approach that combines the semeiotic theory of Charles Peirce with a historical sociology of cultural formations. Topical and timely, this fascinating book will be of great interest to students and researchers in the fields of media, sociology, cultural geography and environmental studies.

Technological Economy - Don Slater 2005-07-15

In this major new collection, leading experts explore the multidisciplinary connections between technology and economy, drawing on new convergences between economic sociology and science and technology studies. Through theoretical and empirical studies, the authors investigate: * economics and economic knowledges as technologies * the economies as socio-technical arrangements * the nature of innovation * the role of technological mediations in representing and performing economies. This revealing book, ideal for those with an interest in contemporary social theory, interrogates the evidence for the contemporary claims about the emergence of the 'new economy' and 'knowledge-based economies' and sheds new light on the relationship between economy and culture.