

Consumer Culture Branding And Identity In The New Russia From Five Year Plan To 4x4 Routledge Interpretive Marketing Research

In recent years children have become an increasingly important consumer market, and there is growing concern about the 'commercialisation' of childhood. This book sheds light on these debates, offering new empirical data and challenging critical perspectives on children's engagement with consumer culture from a wide range of international settings.

With digital media becoming ever more prevalent, it is essential to study policy and marketing strategies tailored to this new development. In this volume, contributors examine government policy for a range of media, including digital television, IPTV, mobile TV, and OTT TV. They also address marketing strategies that can harness the unique nature of digital media's innovation, production design, and accessibility. They draw on case studies in Asia, North America, and Europe to offer best practices for both policy and marketing strategies.

Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers. This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management. In making these cultural concepts and frameworks accessible and in discussing how to use them, this edited textbook goes beyond the identification of historical, socio-cultural and political factors impinging upon consumer cultures and their effects on market outcomes. This fully updated and restructured new edition provides two new introductory chapters on culture and marketing practice and improved pedagogy, to give a deeper understanding of how culture pervades consumption and marketing phenomena; the way market meanings are made, circulated, and negotiated; and the environmental, ethical, experiential, social and symbolic implications of consumption and marketing. The authors highlight the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including: market segmentation, product and brand positioning, market research, pricing, product development, advertising, and retail distribution. Global contributions are grounded in the authors' primary research with a range of companies including Cadbury's Flake, Dior, Dove, General Motors, HOM, Hummer, Kjaer Group, Le Bon Coin, Mama Shelter, Mecca Cola, Prada, SignBank, and the Twilight community. This edited volume, which compiles the work of 58 scholars from 14 countries, delivers a truly innovative, multinationally focused marketing management textbook. *Marketing Management: A Cultural Perspective* is a timely and relevant learning resource for marketing students, lecturers, and managers across the world.

Brands are everywhere. Branding is central to political campaigns and political protest movements; the alchemy of social media and self-branding creates overnight celebrities; the self-proclaimed "greening" of institutions and merchant goods is nearly universal. But while the practice of branding is typically understood as a tool of marketing, a method of attaching social meaning to a commodity as a way to make it more personally resonant with consumers, Sarah Banet-Weiser argues that in the contemporary era, brands are about culture as much as they are about economics. That, in fact, we live in a brand culture. *Authentic™* maintains that branding has extended beyond a business model to become both reliant on, and reflective of, our most basic social and cultural relations. Further, these types of brand relationships have become cultural contexts for everyday living, individual identity, and personal relationships—what Banet-Weiser refers to as "brand cultures." Distinct brand cultures, that at times overlap and compete with each other, are taken up in each chapter: the normalization of a feminized "self-brand" in social media, the brand culture of street art in urban spaces, religious brand cultures such as "New Age Spirituality" and "Prosperity Christianity," and the culture of green branding and "shopping for change." In a culture where graffiti artists loan their visions to both subway walls and department stores, buying a cup of "fair-trade" coffee is a political statement, and religion is mass-marketed on t-shirts, Banet-Weiser questions the distinction between what we understand as the "authentic" and branding practices. But brand cultures are also contradictory and potentially rife with unexpected possibilities, leading *Authentic™* to articulate a politics of ambivalence, creating a lens through which we can see potential political possibilities within the new consumerism.

Assembles the important writings on advertising and society. This title includes 27 essays which provide readers with the some of the best-known writings on the nature, process, and social implications of advertising and consumer culture for society

Starting as a single congregation in Australia, Hillsong Church now has campuses worldwide, releases worship music that sells millions of albums and its ministers regularly appear in mainstream media. So, how has a single church gained such international prominence? This book offers an ethnographic exploration of the ways in which music and marketing have been utilised in the pursuit and production of spiritual experience for members of Hillsong Church. An experience that has proven to be incredibly popular. The main theme of this book is that marketing, specifically branding, is not just a way to "sell" religion, but rather an integral part of spiritual experience in consumer society. Focussing on the London Hillsong church as a case study, the use of its own music in tandem with strong branding is shown to be a co- and re-productive method of organizing, patterning, and communicating information. The church provides the branded material and cultural context in which participants' sacred experience of self unfolds. However, this requires participants to "do the work" to properly understand, and ultimately embody, the values associated with the brand. This book raises important questions about the role of branding and music in forming modern sacred identities. As such, it will be of great interest to scholars of Religious Studies, Ethnomusicology and Media Studies.

Outlining the key themes, concepts and theoretical areas in the field, this book draws on contributions from prominent researchers to unravel the complexities of consumer culture by looking at how it affects personal identity, social interactions and the consuming human being. A field which is characterised as being theoretically challenging is made accessible through learning features that include case study material, critical reflection, research directions, further reading and a broad mix of the types of consumers and consumption contexts including emerging markets and economies. The structure of the book is designed to help students map the field in the way it is interpreted by researchers and follows the conceptual mapping in the classic Arnould & Thompson 2005 journal article. The book is organised into three parts - the Consumption Identity, Marketplace Cultures and the Socio-Historic Patterning of Consumption. Insight is offered into both the historical roots of consumer culture and the everyday experiences of navigating the contemporary marketplace. The book is supported by a collection of international case studies and real world scenarios, including: How Fashion Bloggers Rule the Fashion World; the Kendal Jenner Pepsi Commercial; Professional Beer Pong, Military Recruiting Campaigns, The World Health Organisation and the Corporatization of Education. The go-to text for anyone new to CCT or postgraduate students writing a CCT-related thesis.

This book covers the 'hot topic' of the experiential consumption in an accessible manner and from a unique industry perspective

which is not used in any other book. It highlights the idea that an experience is not something that can be readily managed by firms and is not limited to the market: an individual's daily life is made up of consuming experiences that can occur with or without a market relation. Offering an overview of the consumption experience, it outlines a continuum of experiences of consumption that consumers go through, including: those that are mainly constructed by consumers around small items that comprise their daily life, such as organic products and non-profit or local associations those that have been co-developed by companies and consumers: tourism or adventure projects, rock concerts and cultural events those that have been largely developed by the companies where consumers are immersed in a hyper-real context such as fashion, sports brands, edutainment and retail. Broad and comprehensive, this book provides a challenging vision of the consumption experience, which is an invaluable tool for all those studying marketing and consumer behaviour.

The Oxford Handbook of Consumption consolidates the most innovative recent work conducted by social scientists in the field of consumption studies and identifies some of the most fruitful lines of inquiry for future research. It begins by embedding marketing in its global history, enmeshed in various political, economic, and social sites. From this embedded perspective, the book branches out to examine the rise of consumer culture theory among consumer researchers and parallel innovative developments in sociology and anthropology, with scholarship analyzing the roles that identity, social networks, organizational dynamics, institutions, market devices, materiality, and cultural meanings play across a wide variety of applications, including, but not limited to, brands and branding, the sharing economy, tastes and preferences, credit and credit scoring, consumer surveillance, race and ethnicity, status, family life, well-being, environmental sustainability, social movements, and social inequality. The volume is unique in the attention it gives to consumer research on inequality and the focus it has on consumer credit scores and consumer behaviors that shape life chances. The volume includes essays by many of the key researchers in the field, some of whom have only recently, if at all, crossed the disciplinary lines that this volume has enabled. The contributors have tried to address several key questions: What motivates consumption and what does it mean to be a consumer? What social, technical, and cultural systems integrate and give character to contemporary consumption? What actors, institutions, and understandings organize and govern consumption? And what are the social uses and effects of consumption?

Every company wants their business to have a strong, loyal following, but achieving this feat can be a challenge. Examining the growth of fandom popularity in modern culture can provide insights into consumer trends and patterns. Exploring the Rise of Fandom in Contemporary Consumer Culture is an innovative scholarly resource that offers an in-depth discussion on the soaring popularity of fan communities and how these followers serve a larger purpose in a consumer-driven society. Highlighting applicable topics that include brand loyalty, fan perceptions, social media, and virtual realities, this publication is ideal for business managers, academicians, students, professionals, and researchers that are interested in learning more about how fan behavior can impact the economic environment.

As shopping has been transformed from a chore into a major source of hedonistic pleasure, a specifically Russian consumer culture has begun to emerge that is unlike any other. This book examines the many different facets of consumption in today's Russia, including retailing, advertising and social networking. Throughout, emphasis is placed on the inherently visual - not to say spectacular - nature both of consumption generally, and of Russian consumer culture in particular. Particular attention is paid to the ways in which brands, both Russian and foreign, construct categories of identity in order to claim legitimacy for themselves. What emerges is a fascinating picture of how consumer culture is being reinvented in Russia today, in a society which has one, nostalgic eye turned towards the past, and the other, utopian eye, set firmly on the future. Borrowing concepts from both marketing and cultural studies, the approach throughout is interdisciplinary, and will be of considerable interest, to researchers, students and practitioners wishing to gain invaluable insights into one of the most lucrative, and exciting, of today's emerging markets.

This book offers analysis of articulation of consumer culture and modernity in everyday lives of people in a transnational framework. It pursues three broad themes: lifestyle choices and construction of modern identities; fashion and advertising; and subaltern concerns and moral subjectivities. It juxtaposes empirical studies with theoretical traditions in addressing questions such as: How do people imagine modernity and identity in consumer culture? What does modernity or 'being modern' mean to people in different societies? Are modernity and tradition antithetical to or develop an interface with each other? The chapters in the book trace manifestations and trajectories of consumer culture and modernity as they connect to develop a sense of renewed identity.

India is one of the emerging markets that pose a unique set of challenges to marketers. The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book. The diversity of a mix of factors such as cultural aspects, lifestyles, demographics and unbranded offerings make consumer behaviour a fascinating study. This book focuses on the behavioural principles of marketing and its application to branding in the Indian context. *

Consumer behaviour concepts associated with branding * A combination of recent and traditional examples reflecting the application of behavioural concepts * Touch of reality boxes to indicate context-based examples * Caselets and cases drawn from real-life situations * Research findings associated with the Indian context * Topical issues in consumer behaviour like cultural aspects, digital marketing and experiential branding

Coca-Cola. Harley-Davidson. Nike. Budweiser. Valued by customers more for what they symbolize than for what they do, products like these are more than brands--they are cultural icons. How do managers create brands that resonate so powerfully with consumers? Based on extensive historical analyses of some of America's most successful iconic brands, including ESPN, Mountain Dew, Volkswagen, Budweiser, and Harley-Davidson, this book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create "identity myths" that, through powerful symbolism, soothe collective anxieties resulting from acute social change. Holt warns that icons can't be built through conventional branding strategies, which focus on benefits, brand personalities, and emotional

relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty--and outlines a distinctive set of "cultural branding" principles that will radically alter how companies approach everything from marketing strategy to market research to hiring and training managers. Until now, Holt shows, even the most successful iconic brands have emerged more by intuition and serendipity than by design. With *How Brands Become Icons*, managers can leverage the principles behind some of the most successful brands of the last half-century to build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard Business School.

Request a FREE 30-day online trial to this title at www.sagepub.com/freetrial The three-volume *Encyclopedia of Consumer Culture* covers consuming societies around the world, from the Age of Enlightenment to the present, and shows how consumption has become intrinsic to the world's social, economic, political, and cultural landscapes. Offering an invaluable interdisciplinary approach, this reference work is a useful resource for researchers in sociology, political science, consumer science, global studies, comparative studies, business and management, human geography, economics, history, anthropology, and psychology. The first encyclopedia to outline the parameters of consumer culture, the *Encyclopedia of Consumer Culture* provides a critical, scholarly resource on consumption and consumerism over time. Some of the topics included are: Theories and concepts Socio-economic change (i.e. social mobility) Socio-demographic change (i.e. immigration, aging) Identity and social differentiation (i.e. social networks) Media (i.e. broadcast media) Style and taste (i.e. fashion, youth culture) Mass consumptions (i.e. retail culture) Ethical Consumption (i.e. social movements) Civil society (i.e. consumer advocacy) Environment (i.e. sustainability) Domestic consumption (i.e. childhood, supermarkets) Leisure (i.e. sport, tourism) Technology (i.e. planned obsolescence) Work (i.e. post industrial society) Production (i.e. post fordism, global economy) Markets (i.e. branding) Institutions (i.e. religion) Welfare (i.e. reform, distribution of resources) Urban life (i.e. suburbs)

Contemporary Consumer Culture Theory contains original research essays written by the premier thought leaders of the discipline from around the world that reflect the maturation of the field Customer Culture Theory over the last decade. The volume seeks to help break down the silos that have arisen in disciplines seeking to understand consumer culture, and speed both the diffusion of ideas and possibility of collaboration across frontiers. *Contemporary Consumer Culture Theory* begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers' lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. *Contemporary Consumer Culture Theory* is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers.

Consumer culture influences virtually all activities within modern societies and has become an important area of study for businesses. Logical analysis of consumer behavior is difficult as humans have different reasons for repeatedly buying products they need or want, and it is challenging to follow why they buy unneeded or unwanted products regularly. Without a comprehensive understanding of consumer culture as the basis, market discussions become empty and produce little insight into the power consumers hold in affecting other individuals and society. *Multifaceted Explorations of Consumer Culture and Its Impact on Individuals and Society* provides emerging research from different perspectives on the basis and ramifications of consumer culture, as well as how it affects all aspects of the lives of individuals. While providing a platform for exploring interpersonal interactions and issues related to ethics in marketing, readers will gain valuable insight into areas such as consumer vs. producer mentality, the effects of consumerism on developing countries, and the consequences of consumerism. This book is an important resource for marketing professionals, business managers, sociologists, students, academicians, researchers, and consumer professionals.

Consumer Culture, Branding and Identity in the New Russia From Five-year Plan to 4x4 Routledge

Multiculturalism is a prevalent worldwide societal phenomenon. Aspects of our modern life, such as migration, economic globalization, multicultural policies, and cross-border travel and communication have made intercultural contacts inevitable. High numbers of multicultural individuals (23-43% of the population by some estimates) can be found in many nations where migration has been strong (e.g., Australia, U.S., Western Europe, Singapore) or where there is a history of colonization (e.g., Hong Kong). Many multicultural individuals are also ethnic and cultural minorities who are descendants of immigrants, majority individuals with extensive multicultural experiences, or people with culturally mixed families; all people for whom identification and/or involvement with multiple cultures is the norm. Despite the prevalence of multicultural identity and experiences, until the publication of this volume, there has not yet been a comprehensive review of scholarly research on the psychological underpinning of multiculturalism. The *Oxford Handbook of Multicultural Identity* fills this void. It reviews cutting-edge empirical and theoretical work on the psychology of multicultural identities and experiences. As a whole, the volume addresses some important basic issues, such as measurement of multicultural identity, links between multilingualism and multiculturalism, the social psychology of multiculturalism and globalization, as well as applied issues such as multiculturalism in counseling, education, policy, marketing and organizational science, to mention a few. This handbook will be useful for students, researchers, and teachers in cultural, social, personality, developmental, acculturation, and ethnic psychology. It can also be used as a source book in advanced undergraduate and graduate courses on identity and multiculturalism, and a reference for applied psychologists and researchers in the

domains of education, management, and marketing.

The question of consumption emerged as a major focus of research and scholarship in the 1990s but the breadth and diversity of consumer culture has not been fully enough explored. The meanings of consumption, particularly in relation to lifestyle and identity, are of great importance to academic areas including business studies, sociology, cultural and media studies, psychology, geography and politics. The SAGE Handbook of Consumer Culture is a one-stop resource for scholars and students of consumption, where the key dimensions of consumer culture are critically discussed and articulated. The editors have organised contributions from a global and interdisciplinary team of scholars into six key sections: Part 1: Sociology of Consumption Part 2: Geographies of Consumer Culture Part 3: Consumer Culture Studies in Marketing Part 4: Consumer Culture in Media and Cultural Studies Part 5: Material Cultures of Consumption Part 6: The Politics of Consumer Culture

The second edition of Consumer Culture explores the nature and role of consumption in modern societies. Celia Lury's up-to-date revision of this successful classic establishes the importance of new object-based studies for consumer culture, and incorporates new chapters on branding and the rise of ethical consumption. Drawing on a wide range of studies, and using contemporary illustrations from the media and popular culture, Lury examines the emergence of consumer culture and the changing relations between the production and consumption of cultural goods. She argues that consumer culture has become increasingly stylized and now provides an important context for everyday creativity. This new edition of Consumer Culture explores the way in which the position of individuals within social groups and their position in social groups structured by class, gender, race, and age affects the nature of their participation in consumer culture. The powerful role consumption plays in our lives is revealed and consumer culture is seen to provide new ways of creating social and political identities.

The chapters in this volume are selected from the best papers presented at the 10th Annual Consumer Culture Theory Conference held at the University of Arkansas, USA in June 2015. They represent the cutting edge in qualitative consumer research.

This volume presents papers that cover a wide gamut including immigrant consumption experiences, gift-giving, sharing, transgressive gender roles, attachments to special possessions in online games and real life, the homeless consumer experience, disposition of possessions, privacy, metaphor analysis, sustainable consumption, alcohol consumption, c How a company 'positions' a brand is not necessarily how the consumer perceives that brand. Brands allow marketers to add meaning to products and services, but it is consumers who ultimately determine what a brand means. The sources of brand meaning are many and varied, as are the ways in which meanings become attached to brands. Brand Meaning takes a comprehensive and holistic look at how consumers find and create meaning in brands. It explores the fundamental conscious and unconscious elements that connect people with products and brands. Traditional marketing concepts are questioned, and a new brand meaning framework is put forward. The book lays out new and fertile territory for the understanding of how brands can both assimilate and provide meaning. It will leave readers with a better appreciation of what brand means and what brands mean. Primarily intended as a supplemental reader for undergraduate, graduate and MBA courses, the book's scope should also make it rewarding and valuable reading for practitioners in the fields of marketing and advertising.

Market innovation has long been dominated by the worldview of engineers and economists--build a better mousetrap and the world will take notice. The most influential strategy books--such as Competing for the Future, The Innovator's Dilemma, and Blue Ocean Strategy--argue that innovation should focus on breakthrough functionality. Holt and Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The authors use detailed historical analyses of the take-offs of Nike, vitaminwater, Marlboro, Starbucks, Jack Daniel's, Levi's, ESPN, and Ben & Jerry's to build a powerful new theory. They show how brands in mature categories come to rely upon similar conventional brand expressions, leading to what the authors call a cultural orthodoxy. Historical changes in society threaten this orthodoxy by creating demand for new culture. Cultural innovations draw upon source material--novel cultural content lurking in subcultures, social movements, and the media--to develop brands that respond to this emerging demand, leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory into a step-by-step cultural strategy model, which they successfully applied to start-ups (Fat Tire beer), consumer technologies (Clearblue pregnancy tests), underfunded challengers (Fuse music television), and social enterprises (Freelancer's Union). Holt and Cameron conclude by explaining why top marketing companies fail at cultural innovation. Using careful organizational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy transforms what has always been treated as the "intuitive" side of branding into a systematic strategic discipline.

Gender After Gender in Consumer Culture provides an updated discussion of how gender cuts across consumer culture, in light of increasing gender fragmentation and integration with other identity positions. Sex, the biological distinction male/female, and gender, which refers to a person's sense of being male, female, or any other combinations of these, inform issues as varied as personal identity, social interactions, and market behaviours. First, contributions account for the increasing fluidity and/or fragmentation of gender positions, which reshape the interplay between consumers and marketers. Second, they provide a timely illustration of how consumption and markets concur in contrasting gender inequalities, taken both individually and jointly (e.g., at the intersection of ethnicity or positions of market marginalisation). Third, chapters question the role of gender in granting personal and societal well-being, as they reflect on the collective capacity of constantly undoing gender stereotypes. Focusing on gender, this book allows the reader to trace the links among cultural categories (e.g. masculinity, femininity, gender identity), social phenomena, and market (dis)functioning. The chapters in this book were originally published as a special issue in the journal Consumption Markets & Culture.

This book provides a comprehensive analysis of Chinese advertising as an industry, a discourse and profession in China's search for modernity and cultural globalization. It compares and contrasts the advertising practices of Chinese advertising agencies and foreign advertising agencies, and Chinese brands and foreign brands, with a particular focus on the newest digital advertising practices in the post WTO era. Based on extensive interviews, participant observation, and a critical analysis of secondary data, Li offers an engaging analysis of the transformation of Chinese advertising in the past three decades in Post-Mao China. Drawing upon theories of political economy, media,

and cultural studies, her analysis offers most significant insights in advertising and consumer culture as well as the economic, social, political, and cultural transformations in China. The book is essential for students and scholars of communication, media, cultural studies and international business, and all those interested in cultural globalization and China.

We live in a society that defines us by what we consume and how. Every day we make purchasing decisions that express our sense of belonging, our commitments to the environment and our systems of belief. We often choose to buy things, not necessarily because we need them, but because we believe that these things will help us express who we are – in our own eyes and in the eyes of others. Whether we like it or not, consumerism is the prevalent ideology of our time. Led by Gjoko Muratovski, *Consumer Culture* is the ideal starting point for an investigation into the social construction of the global economy.

In America today, you can connect to your ethnic heritage in dozens of ways, or adopt an identity just for an evening. Our society is not a melting pot but a salad bar--a bazaar in which the purveyors of goods and services spend close to \$2 billion a year marketing the foods, clothing, objects, vacations, and events that help people express their (and others') ethnic identities. This is a huge business, whose target groups are the "hyphenated Americans"--in other words, all of us. As immigrant groups gain economic security, they tend to reinforce--not relinquish--their ethnic identification. Marilyn Halter demonstrates that, to a great extent, they do it by shopping. And their purchasing power is enormous. How has the marketplace responded to this hunger? Instantly and wholeheartedly: tweaking old products and inventing new ones; launching new brands in supermarkets, new music groups, vacation itineraries, language courses, toys, greeting cards, et cetera. This nexus of business and ethnicity is already seen as the hottest consumer development of this decade, and Halter is uniquely qualified to describe its origins, the exponential growth of products and advertising, and the phenomenal sales of items from salsa to Chieftains CDs. She addresses her subject with an abundance of anecdotal evidence, telling examples of ethnic marketing, and interviews with entrepreneurs (many of them immigrants) who are vigorously seizing the opportunities offered by the business of ethnicity. *Shopping for Identity* is provocative, intriguing, and farseeing, illuminating an important aspect of our contemporary way of life while validating the yearning we all feel for connection to our roots.

The three-volume *Encyclopedia of Consumer Culture* covers consuming societies around the world, from the Age of Enlightenment to the present, and shows how consumption has become intrinsic to the world's social, economic, political, and cultural landscapes. Offering an invaluable interdisciplinary approach, this reference work is a useful resource for researchers in sociology, political science, consumer science, global studies, comparative studies, business and management, human geography, economics, history, anthropology, and psychology. The first encyclopedia to outline the parameters of consumer culture, the *Encyclopedia* provides a critical, scholarly resource on consumption and consumerism over time. Key topics: Theories and concepts Socio-economic change Socio-demographic change Identity and social differentiation Media Style and taste Mass consumptions Ethical Consumption Civil society Environment Domestic consumption Leisure Technology Work Production Markets Institutions Welfare Urban life

A fresh and original look at the phenomenon of "cult branding" -- how companies cultivate fanatical customer loyalty. At first glance, companies like Apple and Nike have little in common with organizations like the Hell's Angels and the Unification Church. But in reality, they all fulfill the main definition of a cult: They attract people who see themselves as different from the masses in some fundamental way. Contrary to stereotypes, most cult members aren't emotionally unstable—they're just normal folks searching for a sense of belonging. Marketing expert Douglas Atkin has spent years researching both full-blown cults and companies that use cult-branding techniques. He interviewed countless cult members to find out what makes them tick. And he explains exactly how brands like Harley-Davidson, Saturn, JetBlue, and Ben & Jerry's make their customers feel unique, important, and part of an exclusive group—and how that leads to solid, long-term relationships between a company and its customers. In addition to describing a fascinating phenomenon, *The Culting of Brands* will be of enormous value to business leaders. It will teach marketers how to align themselves with a specific segment of the population, how to attract and keep new "members," how to establish a mythology about the company, and how to manage a workforce filled with true believers. Once a brand achieves cult status, it becomes almost impossible for a competitor to dethrone it. *The Culting of Brands* will reveal the secrets of fierce customer identification and, most important, unbreakable loyalty.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this *Proceedings* series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2012 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, entitled *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same*.

Exploring current issues in brand management, this book fills a niche in the burgeoning cache of branding literature with a distinctive managerially and theoretically informed perspective on the cultural dimensions of branding.

The literature of marketplace behaviour, long dominated by economic and psychological discourse, has matured in the last decade to reveal the vast expanse of consumption activity not adequately addressed – in either theoretical or empirical perspective - by the discipline's favoured approaches. The lived experience of consumption in cultural and historical context, rendered in a fashion that is both intellectually insightful and authentically evocative, and that recognizes the dynamics of accommodation and resistance that characterize the individual's relationship with the market, is the central interpretive thrust of an emerging interdisciplinary field inquiry broadly labelled "consumer culture theory." In this volume, some of the leading scholars of this field explore in great empirical detail and theoretical depth the relationships that the consumer has developed both with goods and services and with the stakeholders that animate markets. Beginning with an examination of the underpinnings of cultural inquiry, the focus then shifts to specific consumption venues. Analyses of advertising in personal, critical and historical perspective, examination of lifestyle trends from dwelling practices of transnational nomads and regimes of personal training to genetic testing and gambling, interpretations of the dynamics of brand loyalty and corporate image management, and investigation of family consumption rituals are among the topics explored in ethnographic and humanistic perspective.

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. *Consumer Culture* is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give: - A history of the rise of consumer culture around the world; - A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and - A compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.

Where To Download Consumer Culture Branding And Identity In The New Russia From Five Year Plan To 4x4 Routledge Interpretive Marketing Research

This fascinating book shows that neither managers nor consumers completely control branding processes – cultural codes constrain how brands work to produce meaning. Placing brands firmly within the context of culture, it investigates these complex foundations. Topics covered include: the role of consumption brand management corporate branding branding ethics the role of advertising. This excellent text includes case studies of iconic international brands such as LEGO, Nokia and Ryanair, and analysis by leading researchers including John M.T. Balmer, Stephen Brown, Mary Jo Hatch, Jean-Noël Kapferer, Majken Schultz, and Richard Elliott. An outstanding collection, it will be a useful resource for all students and scholars interested in brands, consumers and the broader cultural landscape that surrounds them. This book explores the illusions that pervade contemporary consumption as well as the forces of globalization, localization, and hybridization that affect consumption throughout our interconnected world.

Sex in Consumer Culture: The Erotic Content of Media and Marketing considers the use of sex to promote brands, magazines, video games, TV programming, music, and movies. Offering both quantitative and qualitative perspectives from leading scholars in a variety of disciplines, this volume addresses a range of integral issues such as media promotion, racial representations, appeals to gay and lesbian communities, content analyses, and case studies. Chapters represent diverse perspectives, addressing such questions as: *What happens when sexual content created for adults reaches children? *What meaning do sexual words and images have within the contexts of sporting events, trade shows, video games, personal ads, or consumer Web sites? *What effects might sex-tinged images have on audiences, and where should the focus be for new effects research? *Where are the current boundaries between pornography and mainstream sexual depictions? Exploring sexual information as it is used in mass media to sell products and programs, Sex in Consumer Culture is an important collection, and it will be of great interest for scholars and students in advertising, marketing, media promotion, persuasion, mass communication & society, and gender studies.

The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

[Copyright: 1f3b6bd25cd9494a76d5985f056462c3](#)