

No Logo Taking Aim At The Brand Bullies

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Konsumverhalten
Warten auf Godot? No
Logo
American Identities
Social Movements in a Global Context
Cultural Policy
Review of Books
The Trans-Pacific Partnership
Hirten und Wölfe
The Branding of
MTV
Konsumguerilla
The Nation
Arbeitnehmerrechte in einer globalisierten Welt
The Rebel Sell
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Quick Access : Simon & Schuster
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Wild Fire
Biko Lives! Frank Adloff
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in der wissenschaftlichen und politischen debatte um zivilgesellschaft geht es vorrangig um das verhältnis von bürgerinnen und bürgern zum staat erst in jüngerer zeit wird das verhältnis der wirtschaft zur zivilgesellschaft sowie die rolle von unternehmen als akteure in der zivilgesellschaft über konzepte wie stakeholder value corporate responsibility oder corporate citizenship thematisiert das jahrbuch für europa und nordamerika studien will einen beitrag zu einer theoriegeleiteten sowie empirischen auseinandersetzung leisten und nimmt eine erste analyse sowohl der deutschen und us amerikanischen gesellschaft unter vergleichender perspektive als auch auf globaler ebene vor dabei wird das verhältnis von wirtschaftlichen akteuren und zivilgesellschaft theoretisch und empirisch eingefangen sowie nach den machtkonstellationen kooperationsmöglichkeiten und konfliktlinien zwischen beiden sektoren gefragt

prof dr werner kroeber riel 1995 war begründer des instituts für konsum und verhaltensforschung ikv an der universität des saarlandes prof dr andrea gröppel klein ist seit 2006 direktorin des ikv an der universität des saarlandes das internationale standardwerk beschäftigt sich mit der erklärung und beeinflussung des konsumentenverhaltens es bietet einen Überblick über theoretische ansätze und empirische ergebnisse der konsumentenforschung die 11 auflage ist vollständig überarbeitet und stellt den neuesten stand der internationalen forschung dar die grundsätzliche gliederung bleibt die bewährte doch es gibt viele neue abschnitte z b zum zusammenspiel der konsumentenverhaltensforschung und der verhaltensökonomie zu unbewussten prozessen zur einstellungsbildung on the spot zum embodiment zu neuen zielgruppen meinungsführern und influencern oder zum einfluss der digitalisierung auf das konsumentenverhalten mehr als 250 farbige abbildungen illustrieren die zusammenhänge inhaltsübersicht Grundlagen der konsumentenforschung a die entwicklung der konsumentenforschung b einführung in die verhaltenswissenschaften und aktuelle trends c wissenschaftstheoretische Überlegungen zur konsumentenforschung und

neue herausforderungen für wissenschaft und praxis psychische determinanten des konsumentenverhaltens a das system der psychischen variablen b aktivierende prozesse c kognitive prozesse d das entscheidungsverhalten der konsumenten umweltdeterminanten des konsumentenverhaltens a das system der umweltvariablen erfahrungsumwelt und medienumwelt b die erfahrungsumwelt der konsumenten direkte umwelterfahrungen c die medienumwelt der konsumenten indirekte umwelterfahrungen konsumentenverhalten und verbraucherpolitik a zum problem der konsumentensouveränität und zum leitbild der verbraucherdemokratie b verbraucherpolitik für studenten dozenten aber auch für führungskräfte im marketing ein zentrales fundament für das verständnis des konsumentenverhaltens und somit den erfolgreichen umgang mit potenziellen kunden marketing review st gallen ein klassiker der allein schon durch seinen aufbau seine klare sprache 200 abbildungen und fast 100 seiten literaturhinweise besticht wisu

gibt es ihn noch den intellektuellen oder bleibt nur ihm ein grabmal lyotard zu setzen Ähnlich wie im falle godots in becketts theaterstück herrschen heute zweifel an seiner existenz und wirkungsmacht zugleich haben jedoch die umbrüche der jüngsten zeit beschleunigte globalisierung pluralisierungsprozesse strukturwandel der Öffentlichkeit in verbindung mit intellektuellenkritik und intellektueller selbstreflexion neue rollenmodelle entstehen lassen der vorliegende band beschäftigt sich mit den wandlungen im handlungsrahmen in der sozialen rolle und in den wirkungsmustern von intellektuellen und diskutiert ihre bedeutung in der politischen Öffentlichkeit seit den 1960er jahren im zentrum stehen figuren die am klassischen vorbild orientiert blieben das wechselverhältnis von intellektuellen und sozialen bewegungen rechter anti intellektualismus sowie das spannungsverhältnis zwischen intellektueller autonomie und politischem engagement

the tenth anniversary edition of the international bestseller with an updated introduction by naomi klein in the last decade no logo has become an international phenomenon equal parts journalistic expose mall rat memoir and political and cultural analysis it vividly documents the invasive economic practices and damaging social effects of the ruthless corporatism that characterizes many of our powerful institutions as the world faces another depression naomi klein s analysis of the branded world we all live in proves not only astonishingly prescient but more vital and timely than ever no logo became the movement bible that put the new grassroots resistance to corporate manipulation into clear perspective it tells a story of rebellious rage and self determination in the face of our branded world calling for a more just sustainable economic model and a new kind of proactive internationalism since her book the shock doctrine was published last year klein now thirty eight has become the most visible and influential figure on the american left what howard zinn and noam chomsky were thirty years ago

american identities is a dazzling array of primary documentsand critical essays culled from american history literature memoir and popular culture that explore major currents and trends in american history from 1945 to the present charts the rich multiplicity of american identities through the different lenses of race class and gender and shaped by common historical social processes such as migration families work and war includes editorial introductions for the volume and for each reading and study questions for each selection enables students to engage in the history making process while developing the skills crucial to interpreting rich and enduring cultural texts accompanied by an instructor s guide containing reading viewing and listening exercises interview questions bibliographies time lines and sample excerpts of students family histories for course use

social movements in a global context focuses on interpreting the resurgence in popular protest for a growing audience of university students most of this new activity is either in response to or makes use of emerging global regimes hence the book's emphasis on the global context as well as on strategies for trans local mobilization equally important is the fact that the book adopts a canadian perspective and highlights where possible canadian case studies the chapters are organized around an explanatory framework such as class analysis or a core analytical question some of the chapters deal with historical content but all make links to the immediate present and attempt to engage students in ongoing debates and struggles the author makes connections between movements and the state focusing on the dynamic of co-optation coercion the author also pays attention to the spacial dimensions of movement formation and tactics which are particularly relevant in the present era of globalization

cultures are shaped by many institutions and agencies including governments corporations education and the media in recent years research into these culture shaping activities has been increasingly associated with the developing field of cultural policy studies the cultural policy review of books offers a fascinating insight into the intellectual formation of many of the leading figures that have contributed to this field invited to write a short review essay on the book that had most influenced their thinking 41 academics and researchers from around the world reveal what they consider to be essential reading including essays on bourdieu de certeau foucault gramsci habermas and williams as well as many lesser known writers the collection throws new light on the intellectual underpinning of cultural policy studies it will be of interest not only to researchers students and teachers in this field but to all those looking to understand the forces that shape the culture of modern societies

this book considers the impact of the trans pacific partnership tpp on intellectual property and trade the book focuses upon the debate over copyright law intermediary liability and technological protection measures the text examines the negotiations over trade mark law cybersquatting geographical indications and the plain packaging of tobacco products it explores the debate over patent law and access to essential medicines data protection and biologics and the protection of trade secrets in addition the book investigates the treatment of indigenous intellectual property access to genetic resources and plant breeders rights

das interesse an den reichen und mächtigen dieser welt wächst je mehr globalisierung und privatisierung hand in hand gehen dennoch sind die Oberschichten längst die wichtigsten geldgeber und kunden von den sozialwissenschaften immer noch weitgehend unerforscht andererseits gibt es in den usa seit dem 19 jahrhundert eine tradition der kritischen beobachtung der machenschaften derer da oben im zusammenhang mit den aktivitäten der bush administration und den diskussionen um ein amerikanisches imperium nimmt diese form der herrschaftsstrukturforschung einen neuen aufschwung und regt wissenschaftlerinnen und journalistinnen in vielen ländern zu eigenen recherchen an fast schon ist es eine intellektuelle graswurzelbewegung das buch breitet ergebnisse dieser forschungen des power structure research aus es ist zugleich werkstattbericht ressourc und aufforderung sich selbst an dieser bewegung zu beteiligen quelle buchhandel.de

there have been few brands that have made such a massive impact on the world stage in such a relatively short time frame as mtv it is a household name and virtually all young people regardless of whether they have access to television have heard of it it is a name associated with youth and music and all areas in which the two are involved it has dominated the market space in the category of music

television since its inception and looks like it will continue to do so in the foreseeable future this book is not so much a tribute to mtv although it deserves as much but an analysis of how the mtv brand has been built global brands do not just arrive by accident they are carefully and strategically built to match the needs of their target markets they evolve with those target markets as lifestyles wants needs attitudes opinions interests and many other factors come and go in addition global brands successfully manage the differences across countries and cultures mtv has managed to do all of these things with startling consistency another attribute of great brands that stand the test of time what is more intriguing is that it has done all this in one of the most turbulent times ever experienced in consumer markets particularly in asia where change is endemic

with the incredible popularity of michael moore s books and movies and the continuing success of anti consumer critiques like adbusters and naomi kien s no logo it is hard to ignore the growing tide of resistance to the corporate dominated world but do these vocal opponents of the status quo offer us a real political alternative in this work of cultural criticism joseph heath and andrew potter shatter the central myth of radical political economic and cultural thinking the idea of a counterculture a world outside the consumer dominated one that encompasses us pervades everything from the anti globalization movement to feminism and environmentalism and the idea that mocking the system or trying to jam it so it will collapse they argue is not only counterproductive but has helped to create the very consumer society that radicals oppose in a blend of pop culture history and philosophical analysis heath and potter offer a startling clear picture of what a concern for social justice might look like without the confusion of the counterculture obsession with being different book jacket

canadian environmental ideas action varies

international interdisciplinary journal discussing the relations between society and space space is broadly conceived from landscapes of the body to global geographies from cyberspace to old growth forests as metaphorical and material as theoretical construct and empirical fact covers both practical politics and the abstractions of social theory

the dynamic essays in this collection speak to activists artists educators students and community workers who share a passion for art politics and social change the questions of why and for whom art is made and the way it can be used to promote discussion and transformation are addressed through exploration of a range of artistic projects from mural painting photography zine making alternative publishing to street theatre puppetry and protest singing wild fire inspires critical and artistic forms of social commentary and action

this collection looks at the on going significance of black consciousness situating it in a global frame examining the legacy of steve biko the current state of post apartheid south african politics and the culture and history of the anti apartheid movements

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