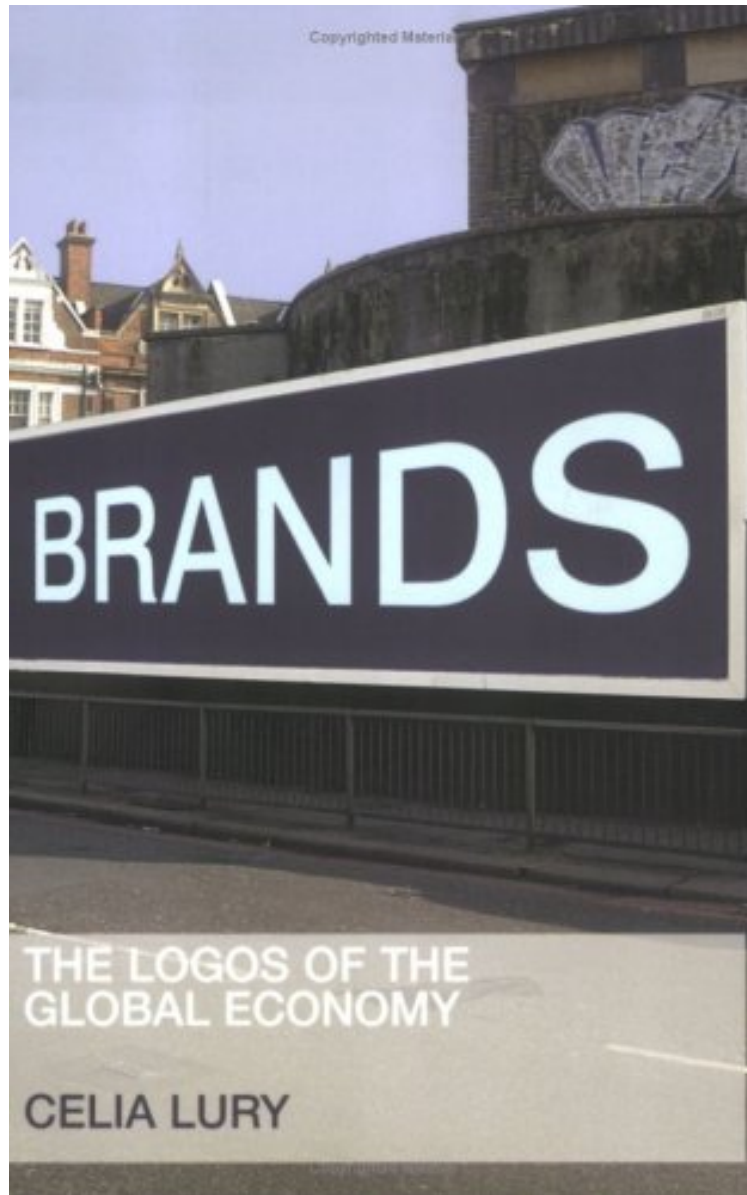


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Brands: The Logos of the Global Economy (International Library of Sociology)

Celia Lury

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Celia Lury : Brands: The Logos of the Global Economy (International Library of Sociology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brands: The Logos of the Global Economy (International Library of Sociology):

0 of 0 people found the following review helpful. The book's greatest strength, theoretical sophisticationBy

tsarpepeThe book's greatest strength, theoretical sophistication, is also its greatest weakness. The author seems incapable of formulating a thought, big or small, without citing theoretical sources. Each aspect of the argument (i.e., each chapter) is advanced by following one particular theoretical authority, with a host of background voices being piped in. Commendable scholarly habits--using conceptual models and acknowledging others' contributions--have assumed here the character of pathology. The book's "narrative" is an incessant adopting, framing, and reframing of someone else's concepts. This self-absorbed, obsessive activity ends up screening what the narrative should be really about: brands and branding. While there are many valuable insights here, they lack unity and, consequently, power. So prodigious is the proliferation of conceptual tools that they begin interfering with one another and an integral idea never gets a chance to solidify. The author--again, obsessively--restates the points she's made in the course of discussion, but this ritualistic gesture of imparting coherence to the whole remains just that, a gesture. It's a dizzying ride for the reader, who is bounced between countless theoretical "interventions" but is ultimately left without a clear and determinate insight on the matter.

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.