

1. Record Nr.	UNINA9910450451203321
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Titolo	Brands : the logos of the global economy / / elia Lury
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2004
ISBN	9786610242344 1-134-52917-1 1-280-24234-5 0-203-49502-0
Descrizione fisica	1 online resource (180 p.)
Collana	International library of sociology
Classificazione	85.40
Disciplina	658.8/27
Soggetti	Brand name products Business names Marketing Globalization - Economic aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [177]-190) and index.
Nota di contenuto	Book Cover; Half-title; Title; Copyright; Contents; Acknowledgements; 1: Just do what?; 2: Marketing as a performative discipline and the emergence of the brand; 3: The interface of the brand; 4: Logos; 5: The brand as a property form of relationality; 6: Interactivity; 7: The objectivity of the brand; Notes; Bibliography; Index;
Sommario/riassunto	Celia Lury considers the interrelated dimensions of the brand: as a creator of space, time and community, as a form of intellectual property and as an increasingly important medium of exchange in a global economy.