

1. Record Nr.	UNINA9910484655203321
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Titolo	Brands and Cultural Analysis // by Arthur Asa Berger
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2019
ISBN	3-030-24709-0
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (xxiii, 177 pages) : illustrations
Collana	Palgrave pivot
Disciplina	658.827 306.30973
Soggetti	Communication Popular Culture United States—Study and teaching Digital media Branding (Marketing) Media and Communication American Culture Digital/New Media Branding
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I: Theoretical Considerations -- 1. Introduction: Thinking About Brands -- 2. What is a Brand? A Semiotic Analysis -- 3. Brands and the Psyche -- 4. Brands in Society, Society in Brands -- 5. Marketing Brands -- 6. Brands in History, History in Brands -- 7. Language and Brands -- 8. Visual Branding: Logos, Icons and Images -- Part II: Applications -- 9. The Branded Self -- 10. San Francisco as a Brand -- 11. Japan as a Brand -- 12. Brand Competition: Cruises -- 13. Brand Sacrality -- 14. Brand Discourse -- 15. Brand and Myth -- 16. Coda.
Sommario/riassunto	This book, written in an accessible style with numerous illustrations and with drawings by the author, discusses what brands are and the role brands play in American society and consumer cultures, in general. The book uses a cultural studies approach and draws upon concepts and theories from semiotics, psychoanalytic theory, sociological theory,

discourse theory, and other related fields. It also quotes from a number of important thinkers whose ideas offer insights into various aspects of brands. Brands has chapters on topics such as what brands are, their role in society, brands and the psyche, brands and history, language and brands, the marketing of brands, brands and logos, the branded self, San Francisco and Japan as brands, brand sacrality, multi-modal discourse analysis and brands, and competition among brands. .
