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Sommario/riassunto	Brands, which are major economic entities and major symbols of market mediations, are increasingly appearing in the social arena as cultural actors in their own right. Their quest for social legitimacy and to have control over the markets goes beyond the usual framework of their communication with initiatives that have begun to have an impact on the French cultural landscape. Media, digital content, educational kits, museum exhibitions and so on are the actions of an unadvertisization, which has the potential to transform not only the rapport brands have with the public but also representations of knowledge and culture. The communicative approach at the heart of this book illuminates the contemporary transformations of communication, highlighting three main types of cultural mediations: media, education, and cultural heritage institutions. Cultural Mediations of Brands thus provides a theoretical and critical analysis of the brand and the symbolic effectiveness attributed to it.