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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 167-186) and index.
Nota di contenuto	Introduction : the brand politics of consuming publics -- Detours and drifts : situationist international and the art of resistance -- Anti-logos : sabotaging the brand through parody -- Intermezzo : and now a word from our sponsors -- Pranks, rumors, hoaxes : "dressing up" and folding as rhetorical action -- Intermezzo : a sequel -- Pirates and hijackers : creative publics and the politics of "owned culture" -- Inventing publics : kairos and intellectual property law -- Conclusion : from private rights to common goods : OurSpace as a creative commons
Sommario/riassunto	When reporters asked about the Bush administration's timing in making their case for the Iraq war, then Chief of Staff Andrew Card responded that "from an marketing point of view, you don't introduce new products in August." While surprising only in its candor, this statement signified the extent to which consumer culture has pervaded every aspect of life. For those troubled by the long reach of the marketplace, resistance can seem futile. However, a new generation of progressive activists has begun to combat the media supremacy of multinational corporations by using the very tools and