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Autore	Solomon Michael R
Titolo	Conquering consumerspace [[electronic resource]] : marketing strategies for a branded world / / Michael R. Solomon
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Descrizione fisica	1 online resource (288 p.)
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Soggetti	Branding (Marketing) Consumers' preferences Customer relations
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 251-265) and index.
Nota di contenuto	Preliminaries; Contents; Preface; Acknowledgments; Now Entering Consumerspace; How Products Get Their Meaning in Consumerspace; O Pioneers!: Scanning Global Youth Culture; Here's Where You Can Stick Your Ad: Customers Talk Back; From Pawns to Partners; Virtual Voices: Building Consumerspace Online; The Disneyfication of Reality; I Buy, Therefore I Am: Shopping in Consumerspace; Trouble in Paradise; Simply, Consumerspace; Notes; Recommended Reading; Index
Sommario/riassunto	Welcome to consumerspace, where reality is branded, life and commerce are indistinguishable, and we are what we buy.