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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.