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Nota di contenuto	An Investigation on Contemporary Consumer Resistance: How Web 2.0 Makes Consumers Powerful; Table of contents; Abstract; Introduction; 1. The era of postmodernism: blessing and curse for consumers; 1.1 In favour of the consumer - from universalism to individualism; 1.1.1 Liberation from cultural authorities; 1.1.2 Postmodernism - the extension or improvement of modernism; 1.2 Characteristics of postmodernism; 1.3. Postmodern consumer culture - blessing or curse?; 1.3.1 Postmodernism - a new era of consumption begins; 1.3.2 Postmodernism - an increasing burden for consumers 2. A conceptualization of resistance2.1 What people resist against - how consumers' patience is strained; 2.2 What makes consumers finally become active?; 2.3 Enough is enough - how to resist ruthless business practices; 3. Immersion in the online world - new opportunities for consumers; 3.1. Deeper insights into the term "Internet"; 3.1.1 How everything began - from a military project to the WWW; 3.1.2 The Internet and its revolutionary development; 3.2 A new type of consumer is born; 3.2.1 Web 2.0 technologies - powerful tools; 3.2.2 Anti-brand sites - a contribution to keep others informed 4. Empirical studies - How it looks in reality4.1 Findings on anti-brand sites; 4.2 Consumer behavior in the times of Web 2.0; Conclusion; Attachment; Bibliography; Monographies and Articles;; Internet Sources;; Author's Profile
Sommario/riassunto	Hauptbeschreibung As a consequence of the ongoing globalization,

more and more corporations start to target an international audience. Accordingly, consumers have to deal with a rising number of product offers. When trying to filter only relevant information which are interesting for themselves, consumers have to decrypt at the same time what is the meaning behind the different advertising messages circulating in daily life. Consequently, it is comprehensible that people become more and more stressed as well as angry nowadays. In order to get a better understanding of contemporary c
