

1. Record Nr.	UNINA9910971565403321
Titolo	Cultures of commodity branding // Andrew Bevan, David Wengrow, editors
Pubbl/distr/stampa	Walnut Creek, CA, : Left Coast Press, c2010
ISBN	9781315430874 1315430878 9781315430881 1315430886 9781315430898 1315430894 9781598747027 1598747029
Edizione	[1st ed.]
Descrizione fisica	1 online resource (268 p.)
Collana	Publications of the Institute of Archaeology, University College London
Altri autori (Persone)	BevanAndrew <1974-> WengrowD
Disciplina	306.4/609
Soggetti	Material culture - History Manufactures - History Marks of origin - History Trademarks - History Branding (Marketing) - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Contents; List of Illustrations; Acknowledgements; 1. Introduction: Commodity Branding in Archaeological and Anthropological Perspectives; 2. Making and Marking Relationships: Bronze Age Brandings and Mediterranean Commodities; 3. The Work of an Istanbulite Imitasyoncu; 4. The Attribution of Authenticity to "Real" and "Fake" Branded Commodities in Brazil and China; 5. The Real One: Western Brands and Competing Notions of Authenticity in Socialist Hungary; 6. Royal Branding and the Techniques of the Body, the Self, and Power in West Cameroon 7. Commodities, Brands, and Village Economies in the Classic Maya

Lowlands8. Lincoln Green and Real Dutch Java Prints: Cloth Selvedges as Brands in International Trade; 9. Of Marks, Prints, Pots, and Becherovka: Freemasons' Branding in Early Modern Europe?; 10. The Second-Hand Brand: Liquid Assets and Borrowed Goods; About the Editors and Contributors; Index

Sommario/riassunto

Commodity branding did not emerge with contemporary global capitalism. In fact, the authors of this volume show that the cultural history of branding stretches back to the beginnings of urban life in the ancient Near East and Egypt, and can be found in various permutations in places as diverse as the Bronze Age Mediterranean and Early Modern Europe. What the contributions in this volume also vividly document, both in past social contexts and recent ones as diverse as the kingdoms of Cameroon, Socialist Hungary or online eBay auctions, is the need to understand branded commodities as part of a
