

Brands: Meaning and Value in Media Culture

Adam Arvidsson

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Adam Arvidsson : Brands: Meaning and Value in Media Culture before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brands: Meaning and Value in Media Culture:

0 of 0 people found the following review helpful. brand theory at its bestBy QA This is the most interesting book on brands I've had the pleasure of reading. Not to say one of the best integrations of Autonomist Marxist theories of communicative labor in the analysis of one of the key battlefields - or playgrounds? - of contemporary capitalism. In this sense I think this book is of high value to those interested in brands, contemporary capitalism, media and consumption, and reconceptualizations of the consumer as laborer in post-Fordism. I can't recommend this book enough. Its only downside is its high price. 0 of 0 people found the following review helpful. book is goodBy hongyanyui got the book recently. I like it and think the quality is good. I will try to do again if I need.

Drawing on rich empirical material, this revealing book builds up a critical theory, arguing that brands have become an

important tool for transforming everyday life into economic value. When branding lifestyles or value complexes onto their products, companies assume that consumers desire products for their ability to give meaning to their lives. Yet, brands also have a key function within managerial strategy. Examining the history of audience and market research, marketing thought and advertising strategy; the first part of this book traces the historical development of branding, whilst the second part evaluates new media, contemporary management and overall media economics to present the first systematic theory of brands: the brand as a key institution in information capitalism. It includes chapters on: consumption marketing brand management online branding the brand as informational capital. Richly illustrated with case studies from market research, advertising, shop displays, mobile phones, the internet and virtual companies, this outstanding book is essential reading for students and researchers of the sociology of media, cultural studies, advertising and consumer studies and marketing.

About the Author Adam Arvidsson is Assistant Professor in the Department of Film and Media Studies, at the University of Copenhagen. His research examines the economic role of brands within the contemporary information economy.