

No logo - taking aim at the brand bullies

Picador - Naomi Klein



Description: -

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Brand name products -- Public opinion
 Brand name products -- Political aspects
 International business enterprises -- Public opinion
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 -No logo - taking aim at the brand bullies
 Notes: Includes bibliographical references (p. [479]-481) and index.
 This edition was published in 2000



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Tags: #Indigo

No Logo: Taking Aim at the Brand Bullies

I found that each section contained one exceptional chapter.

No Logo: Taking Aim at the Brand Bullies by Naomi Klein Summary & Study Guide by BookRags

If you want to try the opposite, you can. The brands would be okay, Wall Street concluded, so long as they believed fervently in the principles of branding and never, ever blinked. These words must not mean what I think they mean.

No Logo by Klein, Naomi

Paul Fussler wrote a great little book named Class. No Logo is fluent, undogmatically alive to its contradictions and omissions, and positively seethes with intelligent anger.

No logo : taking aim at the brand bullies (Book, 2000) [vivchar.tom.ru]

There's no question of free speech rights here. Her analysis is thorough and thoroughly engaging.

No logo (2000 edition)

Klein surveys the expansion of superbrands and franchises with Walmart and Starbucks as examples.

No Logo by Naomi Klein

I think we have created a movement.

No Logo Taking Aim At The Brand Bullies PDF Book

Therefore, everything else is not as good.

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