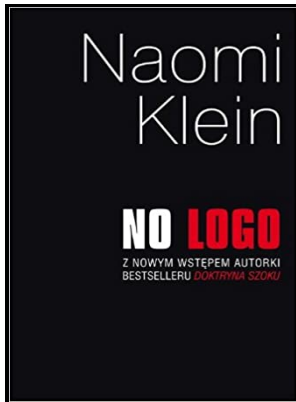


# No logo - taking aim at the brand bullies

## Picador - No Logo



Description: -

-

Brand name products -- Public opinion

Brand name products -- Political aspects

International business enterprises -- Public opinion

International business enterprises -- Political aspects  
No logo - taking aim at the brand bullies

-No logo - taking aim at the brand bullies

Notes: Includes bibliographical references (p. [479]-481) and index.

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Tags: #No #Logo #by #Klein, #Naomi

## No Logo: Taking Aim At The Brand Bullies

Although my opinion is obviously biased, I was disappointed that there was no mention of Free Software or some other not-for-profit projects that benefit everyone.

## No Logo by Naomi Klein

On April 2, 1993, advertising itself was called into question by the very brands the industry had been building, in some cases, for over two centuries.

## No Logo

Here were two companies that had fostered powerful identities by making their brand concept into a virus and sending it out into the culture via a variety of channels: cultural sponsorship, political controversy, the consumer experience and brand extensions. I used it to illustrate contemporary applications of complex cultural theories in an introductory social science sequence.

## Indigo

Klein argues that each company's goal is to become the dominant force in its respective field. If you choose to live in a heavily populated area just look around and see power lines and directional signs cluttering up just as much space as brand. And remember that corporations are absolutely ruthless when it comes to prosecuting someone -- they'll pull out their army of bloodthirsty, slaving lawyers to beat you into a pulp and twist the judge's arms until they sentence you with the maximum possible sentence and award punitive damages to the corporation plus legal fees and your indentured servitude for five years in their shoe factory in Malaysia.

## No Logo

Enjoyment - Going to movies, renting movies, listening to music, watching TV, playing ball, etc. . .

## No Logo: Taking Aim at the Brand Bullies



## Related Books

- [Johannes Paul II. - wahrer Mensch und wahrer Papst](#)
- [Faunal and floral migrations and evolution in SE Asia-Australasia](#)
- [FRIEND97 - regional hydrology : concepts and models for sustainable water resource management](#)
- [Poems, 1974-1983](#)
- [Japanese, Soviet, and South Korean fisheries off Alaska - development and history through 1966](#)