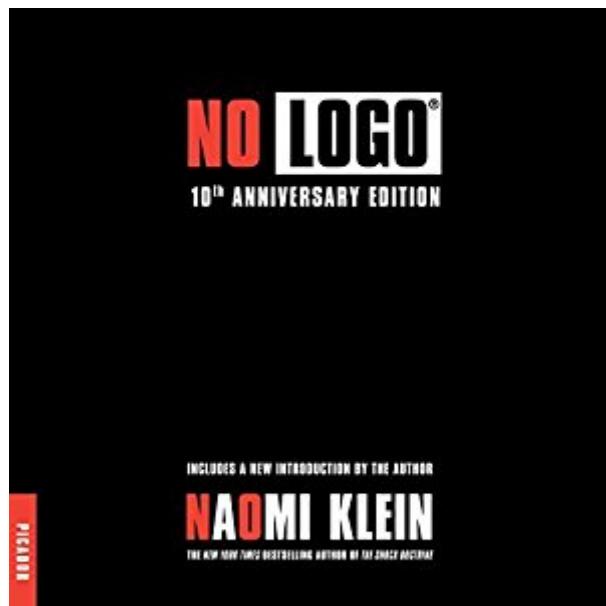


The book was found

No Logo: Taking Aim At The Brand Bullies



Synopsis

With a new Afterword to the 2002 edition. *No Logo* employs journalistic savvy and personal testament to detail the insidious practices and far-reaching effects of corporate marketing-and the powerful potential of a growing activist sect that will surely alter the course of the 21st century. First published before the World Trade Organization protests in Seattle, this is an infuriating, inspiring, and altogether pioneering work of cultural criticism that investigates money, marketing, and the anti-corporate movement. As global corporations compete for the hearts and wallets of consumers who not only buy their products but willingly advertise them from head to toe-witness today's schoolbooks, superstores, sporting arenas, and brand-name synergy-a new generation has begun to battle consumerism with its own best weapons. In this provocative, well-written study, a front-line report on that battle, we learn how the Nike swoosh has changed from an athletic status-symbol to a metaphor for sweatshop labor, how teenaged McDonald's workers are risking their jobs to join the Teamsters, and how "culture jammers" utilize spray paint, computer-hacking acumen, and anti-propagandist wordplay to undercut the slogans and meanings of billboard ads (as in "Joe Chemo" for "Joe Camel"). *No Logo* will challenge and enlighten students of sociology, economics, popular culture, international affairs, and marketing."This book is not another account of the power of the select group of corporate Goliaths that have gathered to form our de facto global government. Rather, it is an attempt to analyze and document the forces opposing corporate rule, and to lay out the particular set of cultural and economic conditions that made the emergence of that opposition inevitable." —Naomi Klein, from her Introduction

Book Information

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Customer Reviews

this book is an excellent read for people trying to understand how modern marketing and branding works. Naomi answers a lot of questions about what brands are, why they're important, how they work, and the consequences of them. I spent the first 5 chapters absolutely crucified by rage however, as her examples are very familiar.

As I just read this book, it didn't have the same impact it may have in 1999. Klein is almost optimistic about the changes she was seeing. However, 13 years later and adidas is still getting in trouble for using sweatshops to make clothing for the Olympics... Not much has changed. I didn't necessarily agree with her denunciation of advertisements, because in a way it seems a good advertisement is a form of art... but in general I felt pretty sad that we do this to the third world. It's important that we hold corporations responsible for the treatment of their workers in the third world...

A classic of contemporary cultural criticism that explores a new subject in-depth from every angle--historical, cultural, sociological, and political. Read this before Klein's later books. They make a meta-narrative for our times, written with style after exhaustive research and critical thinking that connects the all the dots.

Amazing book. The author is explaining how corporations are taking over governments and people. She shows how the pseudo economical growth is destroying countries and social structures. Just read it!

Great book, just loved how it made me see the things that were so much part of my life and that I wouldn't question. Now my views are different, I catch the logos, I catch the subtle messages, I catch the hidden messages that drive me into the consumer that I am, and understand better why, how and who is behind all of it. This book is well researched, and even if written almost ten years ago, not much has changed in the world of marketing and how we are tricked into buying the things we don't need from across the world. A great read.

Be aware that the print size is microscopic - while the content is a very interesting read, the print size makes it a real chore to read.

Fantastic

Ms Klein has a knack for telling the obvious we all see but fail to recognize

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