Brand Culture

Jonathan E. Schroeder, Miriam Salzer-Morling

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This fascinating book shows that neither managers nor consumers completely control branding processes – cultural codes constrain how brands work to produce meaning. Placing brands firmly within the context of culture, it investigates these complex foundations. Topics covered include:

- the role of consumption
- brand management
- corporate branding
- branding ethics
- the role of advertising.

This excellent text includes case studies of iconic international brands such as LEGO, Nokia and Ryanair, and analysis by leading researchers including John M.T. Balmer, Stephen Brown, Mary Jo Hatch, Jean-Noël Kapferer, Majken Schultz, and Richard Elliott. An outstanding collection, it will be a useful resource for all students and scholars interested in brands, consumers and the broader cultural landscape that surrounds them.

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