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*Morris B. Holbrook,
Elizabeth C. Hirschman*

THE SEMIOTICS OF CONSUMPTION

APPROACHES TO SEMIOTICS [AS]

Semiotics Of Consumption Interpreting Symbolic Consumer Behavior In Popular Culture And Works Of Art

Marcel Danesi



Semiotics Of Consumption Interpreting Symbolic Consumer Behavior In Popular Culture And Works Of Art:

The Semiotics of Consumption Morris B. Holbrook, Elizabeth C. Hirschman, 2012-01-02 No detailed description available for The Semiotics of Consumption The Semiotics of Consumption Morris B. Holbrook, Elizabeth Caldwell Hirschman, 1993 No detailed description available for The Semiotics of Consumption *Consumer Value* Morris Holbrook, 2002-03-11 As shoppers what factors influence our decision to purchase an object or service Why do we chose one product over another How do we attribute value as part of the shopping experience The theme of serving the customer and customer satisfaction is central to every formulation of the marketing concept yet few books attempt to define and analyse exactly what it is that consumers want In this provocative collection of essays Morris Holbrook brings together a team of the top US and European scholars to discuss an issue of great importance to the study of marketing and consumer behaviour This ground breaking interdisciplinary book provides an innovative framework for the study of consumer value which is used to critically examine the nature and type of value that consumers derive from the consumption experience efficiency excellence status esteem play aesthetics ethics spirituality Guaranteed to provoke debate and controversy this is a courageous individualistic and idiosyncratic book which should appeal to students of marketing consumer behaviour cultural studies and consumption studies Peopling Marketing, Organization, and Technology Dirk vom Lehn, 2024-01-31 *Peopling Marketing Organization and Technology* takes an interactionist attitude to study the organization of marketing interaction and the embedding of technology within that organization By analysing clear illustrative studies this book explicates the interactionist attitude and demonstrates that production placing promotion and pricing are achieved in and through marketing interaction The studies investigate marketing interaction on street markets decision making about the digitalization of supermarkets the design of exhibitions and social media to generate memorable experiences the interactive experiencing of exhibits and the development of guiding visions in the promotion of Virtual Reality The analyses reveal the practical and social organization of actions through which marketing and consumption are accomplished By using different interactionist research methods they show the contribution research using the interactionist attitude can make to marketing and consumer research as well as to interactionist sociology concerned with marketing interaction Aimed at academics researchers and students in the fields of marketing and consumer research as well as in social psychology and sociology this book will encourage scholars and students in marketing and consumer research to shift their focus from the symbolic to marketing interaction *Encyclopedia of Language and Linguistics* , 2005-11-24 The first edition of ELL 1993 Ron Asher Editor was hailed as the field's standard reference work for a generation Now the all new second edition matches ELL's comprehensiveness and high quality expanded for a new generation while being the first encyclopedia to really exploit the multimedia potential of linguistics The most authoritative up to date comprehensive and international reference source in its field An entirely new work with new editors new authors new topics and newly commissioned articles with a handful of

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Representing Consumers Barbara Stern, 2003-09-02 Consumer research has traditionally focused on issues of epistemology in the collection and analysis of data As a consequence the crisis in representation which has radically reshaped understanding in the social sciences has so far had very little impact on consumer research This book redresses the balance with an investigation of representation and constructions of truth in consumer research Subjects covered include construction of the researcher and consumer voice quantitative tools and representation advertising narratives poetic representation of consumer experience the crisis in the crisis concept consumer oriented ethnographic research The essays are written by experts from Britain and the United States and draw on a broad range of theoretical approaches *New Paths to Thick Descriptions* Richard Elliott, Avi Shankar, 2005 Annotation The papers in this e book focus on data collection and whilst none can claim to be completely new all challenge our usual reliance on focus groups or depth interviews and challenge us to think more creatively of how we might get closer to the actual lived experience of consumers and consumption

Marketing Semiotics Laura R. Oswald, Laura Oswald, 2012-02-16 The book discusses the concept of brand equity and its impact on the financial performance of a company through analysis of the semiotics of the brand and its sign systems Including case studies it provides an actionable strategy for steering brands through internal and external changes and pressures

Consumer Research Morris B. Holbrook, 1995-06-09 Once again Morris B Holbrook has combined insightful commentary on the field of consumer behavior with a readable and enjoyable writing style A must read for anyone interested in the latest thinking in the field Ron Hill Professor and Chair of Marketing Villanova University A delightfully idiosyncratic history of consumer research What enthralled readers will get from his stylish exposition is a socio

psychocultural description of the consumer through the ages along with a description of attempts to understand the consumer. Scholarly yet readable Holbrook's history is a classic study of consumerism too. Editor's Choice Business Today. In recent years consumer research has emerged as an academic specialty of growing concern to marketing scholars and of increased importance on today's university campuses. Courses on consumer behavior taught in virtually every academic program of business or management draw heavily on work by consumer researchers. Despite this wide and growing recognition as an emergent area of study no book appears to exist on the history, nature and types of consumer research or on the variegated and often hotly debated issues that surround this field of inquiry. Consumer Research fills this gap by providing an account of the recent historical developments in consumer research and by showing how the evolution of this discipline has affected the research. The author offers a personal and subjective glance at how various changes in the field have come about and how they have shaped studies of consumption. Marketing scholars, graduate students and upper level undergraduates concentrating in marketing will find Consumer Research irresistible reading.

Understanding Media Semiotics Marcel Danesi, 2018-11-15. Media semiotics is a valuable method of focusing on the hidden meanings within media texts. This new edition brings Understanding Media Semiotics fully up to date and is written for students of the media of linguistics and those interested in studying the ever-changing media in more detail. Offering an in-depth guide to help students investigate and understand the media using semiotic theory, this book assumes little previous knowledge of semiotics or linguistics, avoiding jargon and explaining the issues step by step. With in-depth case studies, practical accounts and directed further reading, Understanding Media Semiotics provides students with all the tools they need to understand semiotic analysis in the context of the media. Semiotic analysis is sometimes seen as complicated and difficult to understand. Marcel Danesi shows that on the contrary it can be readily understood and can greatly enrich students' understanding of media texts from print media right through to the internet and apps.

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