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edited by richard ohmann

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Making And Selling Culture

Robert Crawford, Jackie Dickenson



Making And Selling Culture:

Selling Culture Richard Malin Ohmann, 1996 In this fascinating and highly acclaimed study of the development of consumer society in the United States Richard Ohmann traces the birth and subsequent growth of mass culture that came with the rise of general interest magazines and brand name products 20 photos

Making and Selling Culture Richard Ohmann, 1996-11-25 An inside look at cultural industries featuring interviews with key players from such companies as Twentieth Century Fox National Public Radio and Coca Cola To what extent do moviemakers television and radio producers advertising executives and marketers merely reflect trends beliefs and desires that already exist in our culture and to what extent do they consciously shape our culture to their own ends In depth interviews with ten executives from the culture industry and five scholarly analyses examine that question and address the issues of power and authority meaning and identity that arise when cultural producers define and react to audiences In their own words leaders from companies like Twentieth Century Fox National Public Radio and Warner Bros Television describe their perception of the sometimes paradoxical relationship between culture and what influences it For example while the former president of Coca Cola North America claims the company has never tried to create a trend he notes that we market in more countries than belong to the United Nations a product that has insinuated itself into the lives of the people to a point where it has become you know it s there These reflections by key players provide an unprecedented view as editor Richard Ohmann writes into the ways cultural producers imagine or know markets and how such knowledge figures in their decisions about what events experiences and products to make

Selling Culture Richard Malin Ohmann, 1996 Surveys the new practices of advertising mass distribution of goods and the birth of the inexpensive mass audience magazine at the end of the 19th century and their role in the creation of the American professional managerial class Focuses on magazine publishing careers of key personalities in the publishing world and the role of fiction in the magazines For students and general readers Annotation copyright by Book News Inc Portland OR

Ambassadors of Culture Kirsten Silva Gruesz, 2002 This polished literary history argues forcefully that Latinos are not newcomers in the United States by documenting a vast network of Spanish language cultural activity in the nineteenth century Juxtaposing poems and essays by both powerful and peripheral writers Kirsten Silva Gruesz proposes a major revision of the nineteenth century U S canon and its historical contexts Drawing on previously unpublished archival materials and building on an innovative interpretation of poetry s cultural role *Ambassadors of Culture* brings together scattered writings from the borderlands of California and the Southwest as well as the cosmopolitan exile centers of New York New Orleans and San Francisco It reads these productions in light of broader patterns of relations between the U S and Latin America moving from the fraternal rhetoric of the Monroe Doctrine through the expansionist crisis of 1848 to the proto imperialist 1880s It shows how ambassadors of culture such as Whitman Longfellow and Bryant propagated ideas about Latin America and Latinos through their translations travel writings and

poems In addition to these well known figures and their counterparts in the work of nation building in Cuba Mexico and Central and South America this book also introduces unremembered women writers and local poets writing in both Spanish and English In telling the almost forgotten early history of travels and translations between U S and Latin American writers Gruesz shows that Anglo and Latino traditions in the New World were from the beginning deeply intertwined and mutually necessary

Making Crime Television Anita Lam,2013-10-15 This book employs actor network theory in order to examine how representations of crime are produced for contemporary prime time television dramas As a unique examination of the production of contemporary crime television dramas particularly their writing process Making Crime Television Producing Entertaining Representations of Crime for Television Broadcast examines not only the semiotic relations between ideas about crime but the material conditions under which those meanings are formulated Using ethnographic and interview data Anita Lam considers how textual representations of crime are assembled by various people including writers directors technical consultants and network executives technologies screenwriting software and whiteboards and texts newspaper articles and rival crime dramas The emerging analysis does not project but instead concretely examines what and how television writers and producers know about crime law and policing An adequate understanding of the representation of crime it is maintained cannot be limited to a content analysis that treats the representation as a final product Rather a television representation of crime must be seen as the result of a particular assemblage of logics people creative ideas commercial interests legal requirements and broadcasting networks A fascinating investigation into the relationship between television production crime and the law this book is an accessible and well researched resource for students and scholars of Law Media and Criminology

The Art of Expanding Sales: Mastering Cross-Selling and Upselling Rich Montes, This exceptional guide unravels the hidden techniques employed by successful sales professionals to effectively cross sell and upsell products or services Through a blend of theoretical frameworks real life case studies and practical tips readers will gain a profound understanding of this intricate art Discover how to seamlessly identify and seize cross selling opportunities leverage customer preferences and optimize the upselling process to propel your sales figures to unprecedented heights

Building a Winning Sales Force Andris A. ZOLTNERs,Prabhakant SINHA,Sally E. LORIMER,2009-02-11 Sales force effectiveness drives every company s success but keeping a sales organization at the top of its game is a constant challenge As experts in the field Andy Zoltners and Prabha Sinha have helped sales leaders around the world perfect their sales strategy operations and execution Combining strategic insight with pragmatic advice Building a Winning Sales Force provides current and aspiring sales leaders with innovative yet practical solutions to many of the most common issues faced by today s sales organizations The book shows readers how to assess how good their sales force really is identify sales force improvement opportunities implement tools and processes that have immediate impact on sales effective ness attract and retain the best salespeople design incentive compensation plans set goals manage sales performance motivate the sales force With

practical advice and case studies of companies that have conquered even the most challenging obstacles Building a Winning Sales Force will enable every company to drive sales and stay competitive Questions of Method in Cultural Studies Mimi White,James Schwoch,2008-04-15 Question of Method in Cultural Studies brings together a group of scholars from across the social sciences and humanities to consider one of the most vexing issues confronting the proverbial anti discipline of cultural studies Covers such topics as the media feminism and politics Identifies what methods have prevailed in the interdisciplinary pursuit of cultural studies Examines the relationship between cultural studies and traditional disciplines the politics of knowledge and spatial and temporal models Probes the possibility of method in explicit terms for scholars and students in media communications sociology and allied fields **B2B Social Selling Strategy** Julie Atherton,2022-11-03 Social media when deployed strategically and effectively in B2B channels offers a uniquely personal long term networking opportunity for sales teams and business professionals For many this has supercharged their sales performance with empowered teams faster results and higher revenues For others the challenges of navigating social channels for business can be daunting Concerns over social media confidence personal and professional conflicts of interest and a loss of management control can lead to a lack of action or ineffective modes of engagement B2B Social Selling Strategy provides a clear framework for identifying the right social channels connecting with potential and existing customers and measuring success against objectives and KPIs Featuring original research case studies and interviews with industry professionals the book also shows how to generate content to attract attention and gain trust work with B2B influencers and create a social selling culture Exploring how to build your personal brand in synergy with your business and integrate social selling with other sales and marketing channels it is supported by online interactive tools and templates to be used to create and execute your own social selling strategy Written by a recognized social media expert B2B Social Selling Strategy is an indispensable guide for B2B sales marketing and social media professionals *Production of Culture/Cultures of Production* Paul du Gay,1997 The contributors examine the emergence of truly global cultural products and the strategies of global cultural players analyse how culture is circulated and consider why culture has become a crucial concern in business and organisations

Producing Bollywood Tejaswini Ganti,2012-03-07 These efforts have been enabled by the neoliberal restructuring of the Indian state and economy since 1991 The Ultimate Guide to Selling Your Original World Language Resources Erin E. H. Austin,2021-06-21 Anyone can open an online curriculum store but how many know how to do it effectively and in a way that maximizes earning potential Based on years of experience research pitfalls and triumphs this essential guidebook supports the World Language teacher author in navigating the exciting world of selling curriculum on an online platform With this guide there is no more sifting through boring content trying to figure out how it translates to your content area as the World Language specific examples in Section 1 Opening Your Store Section 2 Filling Your Store and Section 3 Growing a Successful Store cut to the chase with real world examples for language teachers Each section provides critical tips all designed to boost

sales The guided workspace pages organize planning and content strategies and serve as markers for your store's growth Whether you are just starting out or already have a store established this guide is the 1 tool to level up your online curriculum store If you are a World Language teacher who enjoys making money while you sleep this is for you

Mastering the Art of Selling: Unleashing the Potential for Sales Triumph Toby Bray, This extraordinary book delves into the elusive art of selling revealing the secrets that will unlock your true sales potential With a riveting and insightful narrative prepare to uncover powerful techniques masterful strategies and captivating approaches that will propel you to sales triumph like never before Through the teachings of seasoned sales experts delve into the innovative world of selling breaking conventional boundaries and embracing cutting edge methodologies Empower yourself with the knowledge and skills needed to conquer every selling challenge and seize every opportunity propelling yourself towards a rewarding and prosperous sales career Unlock your sales genius unleash your true potential and embark on a once in a lifetime journey of sales triumph through Mastering the Art of Selling *Creating Consumers* Carolyn M. Goldstein, 2012 Home economics emerged at the turn of the twentieth century as a movement to train women to be more efficient household managers At the same moment American families began to consume many more goods and services than they produced To guide women in th

Creating a Mentoring Culture Lois J. Zachary, 2005-04-21 In order to succeed in today's competitive environment corporate and nonprofit institutions must create a workplace climate that encourages employees to continue to learn and grow From the author of the best selling *The Mentor's Guide* comes the next step mentoring resource to ensure personnel at all levels of an organization will teach and learn from each other Written for anyone who wants to embed mentoring within their organization *Creating a Mentoring Culture* is filled with step by step guidance practical advice engaging stories and includes a wealth of reproducible forms and tools *ProActive Sales Management* William Miller, 2009-07-15 As the president of a major sales company and experienced sales management trainer author William Miller provides sales managers a proven method for successfully managing both sales processes and salespeople Packed with specific field tested techniques *ProActive Sales Management* teaches you how to motivate a sales team get your sales team to prospect and qualify create a proactive sales culture effectively coach and counsel up and down the sales organization reduce reports to one sheet of paper and 10 minutes a week forecast with up to 90 percent accuracy and take A players to A levels Today's sales managers have to be quicker than ever being more proactive about hiring the best performers and retaining them while multitasking with managing complex sales processes in order to close more deals Filled with all new metrics and tactics for making the numbers in today's sales environment *ProActive Sales Management* is an invaluable resource for this brand of highly in demand leaders *Sales Training Basics* Angela Siegfried, 2010-02-01 *Sales Training Basics* recognizes the bottom line focus of sales professionals and offers proven techniques and approaches that create engaging and impactful training The book provides learning professionals with specific guidance on designing programs that provide the right tools and

techniques that deliver on an audience focused on value In addition trainers and facilitators are offered guidance on accessing their most charismatic and engaging self to draw in and hold the attention of sales professionals While the book is focused on participant expectations it does not neglect today s organizational mandate to build training programs aligned to company strategic needs and vision Finally the author provides direction on alternate pathways to sales training through the use of technology and the power of blending both classroom and technology bases approaches that give these sales professionals what they really want more time in the field selling

Farmstead and Artisan Cheeses Barbara Reed,Leslie James Butler, Ellen L. Rilla, 2011 A resource for those interested in starting a small scale creamery The Routledge Companion to the History of Advertising Robert Crawford, Jackie Dickenson, 2025-08-18 With expansive global coverage from an international range of experts this unique volume critically examines the stakeholders and influences on the production dissemination and consumption of advertising from its early history via the development of mass advertising to the emergence of the digital age Advertising has been and remains one of the most visible and influential forms of communication globally and the advertising industry is valued in the hundreds of billions worldwide While its size reach and influence have attracted considerable scholarly attention the insights from its historical growth and development are less well understood yet provide invaluable insights This authoritative reference volume provides not only a critical overview of the state of current knowledge and research in advertising history but also a global overview of the industry s growth and development This Companion is a comprehensive source of current scholarship and debate on the history of advertising for advanced students educators and researchers in advertising marketing communication and media studies and will provide an invaluable one stop literature resource for academics and informed professionals alike

Start It, Sell It & Make a Mint Joe John Duran, 2004-07-08 Real world anecdotes and step by step strategies to build and sell a successful business Half of the roughly one million businesses that start up every year fail because of insufficient financing poor management or lack of basic entrepreneurial skills Based on his own experience as well as those of the many other successful business owners interviewed for this book Joe John Duran explains how to overcome these obstacles This reader friendly book offers easy to follow advice including 20 vital secrets that will help business owners avoid the most common mistakes grow their businesses successfully and then sell them at the highest price possible Joe John Duran Santa Monica CA built a national investment firm with billions under management and thousands of clients Within 10 years of creating it he sold it to General Electric for tens of millions of dollars He is a chartered financial analyst CEO of Alchemy Capital Chairman of Finance of the Santa Monica Bay Young Presidents Organization YPO and a member of the Association of Investment Management Research AIMR and the Los Angeles Society of Financial Analysts LASFA

Enjoying the Tune of Term: An Psychological Symphony within **Making And Selling Culture**

In a global eaten by monitors and the ceaseless chatter of instantaneous interaction, the melodic elegance and mental symphony developed by the written word often disappear into the back ground, eclipsed by the persistent noise and disruptions that permeate our lives. However, set within the pages of **Making And Selling Culture** a marvelous fictional treasure brimming with natural emotions, lies an immersive symphony waiting to be embraced. Constructed by a wonderful musician of language, that interesting masterpiece conducts readers on a psychological journey, well unraveling the hidden melodies and profound impact resonating within each cautiously crafted phrase. Within the depths of the poignant analysis, we shall discover the book is key harmonies, analyze their enthralling writing model, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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