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edited by richard ohmann

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Making And Selling Culture

Carolyn M. Goldstein



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

Making & Selling Culture Richard Malin Ohmann, Gage Averill, 1996 An inside look at cultural industries featuring interviews with key players from such companies as Twentieth Century Fox National Public Radio and Coca Cola

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

Creating Consumers Carolyn M. Goldstein,2012-05-28 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 this transition professional home economists had two major goals to teach women to assume their new roles as modern consumers and to communicate homemakers needs to manufacturers and political leaders Carolyn M Goldstein charts the development of the profession from its origins as an educational movement to its identity as a source of consumer expertise in the interwar period to its virtual disappearance by the 1970s Working for both business and government home economists walked a fine line between educating and representing consumers while they shaped cultural expectations about consumer goods as well as the goods themselves Goldstein looks beyond 1970s feminist scholarship that dismissed home economics for its emphasis on domesticity to reveal the movement s complexities including the extent of its public impact and debates about home economists relationship to the commercial marketplace

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 effectiveness, 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. *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. **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.

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