

SALES

CULTURE

Making And Selling Culture

Paul du Gay



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

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 **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 **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 *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

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

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

The Church of Stop Shopping and Religious Activism George González, 2024-12-17 A captivating exploration of the radical grassroots performance community the Stop Shopping Church that bridges the critique of postindustrial North American consumer capitalism and theories and methods in the Study of Religion

Producing Bollywood Tejaswini Ganti, 2012-03-07 These efforts have been enabled by the neoliberal restructuring of the Indian state and economy since 1991

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

Building a Successful Selling Organization Art Wilson, 2005-08 A how to primer for sales leaders from the CEO to account team managers at mid sized to large companies

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

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

Making Advertisements and Making Them Pay Roy Sarles Durstine, 1920 *Privileging Place* Meaghan Stiman, 2024-06-18 How second homeowners strategically leverage their privilege across multiple spaces In recent decades Americans have purchased second homes at unprecedented rates In *Privileging Place* Meaghan Stiman examines the experiences of predominantly upper middle class suburbanites who bought second homes in the city or the country Drawing on interviews with more than sixty owners of second homes and ethnographic data collected over the course of two years in Rangeley Maine and Boston Massachusetts Stiman uncovers the motivations of these homeowners and analyzes the local consequences of their actions By doing so she traces the contours of privilege across communities in the twenty first century Stiman argues that for the upper middle class residents of suburbia who bought urban or rural second homes the purchase functioned as a way to balance a desire for access to material resources in suburban communities with a longing for a more meaningful connection to place in the city or the country The tension between these two contradictory aims explains why

homeowners bought second homes how they engaged with the communities around them and why they ultimately remained in their suburban hometowns The second home is a place identity project a way to gain a sense of place identity they don't find in their hometowns while still holding on to hometown resources Stiman's account offers a cautionary tale of the layers of privilege within and across geographies in the twenty-first century

After Mass Media Amanda D. Lotz, 2025-04-15

Explores the cultural role of screen storytelling in society With significant evolutions in digital technologies and media distribution in the past two decades the business of storytelling through screens has shifted dramatically In the past blockbuster movies and TV shows like *Friends* aimed first for domestic mass audiences although the biggest hits circulated globally Now transnational distribution plays a primary role and imagined audiences are global At the same time the once mass audience has significantly fragmented to enable an expansion in the range of commercially viable stories as evident in series as varied as *Atlanta* *Better Things* and dozens of others that are not widely known but deeply loved by their microaudiences Delving into the changing landscape of commercial screen storytelling *After Mass Media* explores how industrial shifts and technological advancements have remade the narrative landscape over the past two decades Television and movies have long shaped society whether by telling us about the worlds around us or far away By examining the internationalization of screen businesses the rise of streaming services with multi-territory reach and the stories made for this environment this book sheds light on the profound transformations in television and film production and circulation With a keen focus on major changes in the types of screen stories being told Amanda D Lotz unravels the industrial roots that made these transformations possible challenges some conventional distinctions of screen storytelling and provides new conceptual tools to make sense of the abundance and range of screen stories on offer Through its comprehensive analysis *After Mass Media* exposes how contemporary industrial dynamics particularly the erosion of traditional distribution models based on geography and mass audience reach have far-reaching implications for our understanding of national video cultures

Official Documents, Comprising the Department and Other Reports Made to the Governor, Senate, and House of Representatives of Pennsylvania Pennsylvania, 1905

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