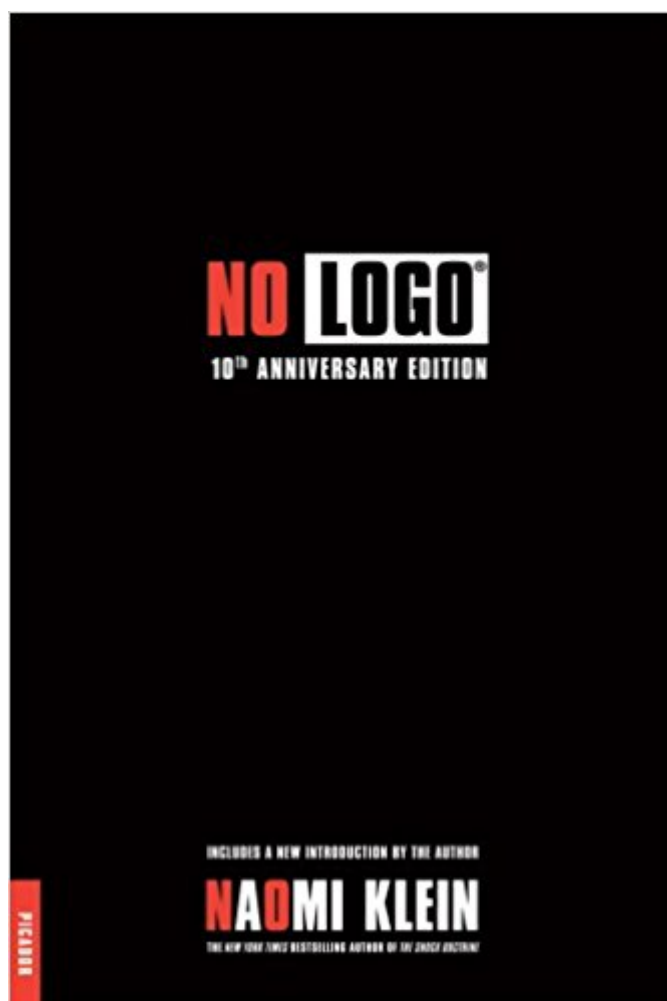


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# No Logo: 10th Anniversary Edition With A New Introduction By The Author



## Synopsis

NO LOGO was an international bestseller and "a movement bible" (The New York Times). Naomi Klein's second book, *The Shock Doctrine*, was hailed as a "master narrative of our time," and has over a million copies in print worldwide. In the last decade, No Logo has become an international phenomenon and a cultural manifesto for the critics of unfettered capitalism worldwide. As America faces a second economic depression, Klein's analysis of our corporate and branded world is as timely and powerful as ever. Equal parts cultural analysis, political manifesto, mall-rat memoir, and journalistic exposé, No Logo is the first book to put the new resistance into pop-historical and clear economic perspective. Naomi Klein tells a story of rebellion and self-determination in the face of our new branded world.

## Book Information

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## Customer Reviews

We live in an era where image is nearly everything, where the proliferation of brand-name culture has created, to take one hyperbolic example from Naomi Klein's *No Logo*, "walking, talking, life-sized Tommy [Hilfiger] dolls, mummified in fully branded Tommy worlds." Brand identities are even flourishing online, she notes--and for some retailers, perhaps best of all online: "Liberated from the real-world burdens of stores and product manufacturing, these brands are free to soar, less as the disseminators of goods or services than as collective hallucinations." In *No Logo*, Klein patiently

demonstrates, step by step, how brands have become ubiquitous, not just in media and on the street but increasingly in the schools as well. (The controversy over advertiser-sponsored Channel One may be old hat, but many readers will be surprised to learn about ads in school lavatories and exclusive concessions in school cafeterias.) The global companies claim to support diversity, but their version of "corporate multiculturalism" is merely intended to create more buying options for consumers. When Klein talks about how easy it is for retailers like Wal-Mart and Blockbuster to "censor" the contents of videotapes and albums, she also considers the role corporate conglomeration plays in the process. How much would one expect Paramount Pictures, for example, to protest against Blockbuster's policies, given that they're both divisions of Viacom? Klein also looks at the workers who keep these companies running, most of whom never share in any of the great rewards. The president of Borders, when asked whether the bookstore chain could pay its clerks a "living wage," wrote that "while the concept is romantically appealing, it ignores the practicalities and realities of our business environment." Those clerks should probably just be grateful they're not stuck in an Asian sweatshop, making pennies an hour to produce Nike sneakers or other must-have fashion items. Klein also discusses at some length the tactic of hiring "permatemps" who can do most of the work and receive few, if any, benefits like health care, paid vacations, or stock options. While many workers are glad to be part of the "Free Agent Nation," observers note that, particularly in the high-tech industry, such policies make it increasingly difficult to organize workers and advocate for change. But resistance is growing, and the backlash against the brands has set in. Street-level education programs have taught kids in the inner cities, for example, not only about Nike's abusive labor practices but about the astronomical markup in their prices. Boycotts have commenced: as one urban teen put it, "Nike, we made you. We can break you." But there's more to the revolution, as Klein optimistically recounts: "Ethical shareholders, culture jammers, street reclaimers, McUnion organizers, human-rights hacktivists, school-logo fighters and Internet corporate watchdogs are at the early stages of demanding a citizen-centered alternative to the international rule of the brands ... as global, and as capable of coordinated action, as the multinational corporations it seeks to subvert." No Logo is a comprehensive account of what the global economy has wrought and the actions taking place to thwart it. --Ron Hogan --This text refers to an out of print or unavailable edition of this title.

In the global economy, all the world's a marketing opportunity. From this elemental premise, freelance journalist and Toronto Star columnist Klein methodically builds an angry and funny case against branding in general and several large North American companies in particular, notably Gap,

Microsoft and Starbucks. Looking around her, Klein finds that the breathless promise of the information age—that it would be a time of consumer choice and interactive communication—has not materialized. Instead, huge corporations that present themselves as lifestyle purveyors rather than mere product manufacturers dominate the airwaves, physical space and cyberspace. Worse, Klein argues, these companies have harmed not just the culture but also workers—and not just in the Third World but also in the U.S., where companies rely on temps because they'd rather invest in marketing than in labor. In the latter sections, Klein describes a growing backlash embodied by the guerrilla group Reclaim the Streets, which turns busy intersections into spaces for picnics and political protest. Her tour of the branded world is rife with many perverse examples of how corporate names penetrate all aspects of life (who knew there was a K-Mart Chair of Marketing at Wayne State University?). Mixing an activist's passion with sophisticated cultural commentary, Klein delivers some elegant formulations: "Free speech is meaningless if the commercial cacophony has risen to the point where no one can hear you." Charts and graphs not seen by PW. Agent, Westwood Creative Artists. (Jan.) Copyright 1999 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

this book is an excellent read for people trying to understand how modern marketing and branding works. Naomi answers a lot of questions about what brands are, why they're important, how they work, and the consequences of them. I spent the first 5 chapters absolutely crucified by rage however, as her examples are very familiar.

As I just read this book, it didn't have the same impact it may have in 1999. Klein is almost optimistic about the changes she was seeing. However, 13 years later and adidas is still getting in trouble for using sweatshops to make clothing for the Olympics... Not much has changed. I didn't necessarily agree with her denouncement of advertisements, because in a way it seems a good advertisement is a form of art... but in general I felt pretty sad that we do this to the third world. It's important that we hold corporations responsible for the treatment of their workers in the third world...

A classic of contemporary cultural criticism that explores a new subject in-depth from every angle--historical, cultural, sociological, and political. Read this before Klein's later books. They make a meta-narrative for our times, written with style after exhaustive research and critical thinking that connects the all the dots.

Amazing book. The author is explaining how corporations are taking over governments and people. She shows how the pseudo economical growth is destroying countries and social structures. Just read it!

Great book, just loved how it made me see the things that were so much part of my life and that I wouldn't question. Now my views are different, I catch the logos, I catch the subtle messages, I catch the hidden messages that drive me into the consumer that I am, and understand better why, how and who is behind all of it. This book is well researched, and even if written almost ten years ago, not much has changed in the world of marketing and how we are tricked into buying the things we don't need from across the world. A great read.

Be aware that the print size is microscopic - while the content is a very interesting read, the print size makes it a real chore to read.

Fantastic

Ms Klein has a knack for telling the obvious we all see but fail to recognize

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