

PAÍSOS CONTEXTOS

NO LOGO

EL PODER DE LAS MARCAS NAOMI KLEIN



No Logo El Poder De Las Marcas

Naomi Klein

No Logo El Poder De Las Marcas:

No logo Naomi Klein,2007 Este libro explica la irritaci n que las grandes marcas suscitan en amplios sectores de la sociedad Pero adem s nos invita a un itinerario fascinante desde las lujosas tiendas de ropa de las grandes urbes a ciertos talleres indonesios en los que el trabajo equivale a degradaci n desde los grandes centros comerciales estadounidenses hasta las sedes de los piratas inform ticos que se oponen a las multinacionales que violan los derechos humanos en Asia Naomi Klein desenmascara a la llamada nueva econom a y desvela c mo sta ha incumplido todas sus promesas **No Logo** Naomi Klein,2000-12-04 The hotly debated report from the frontlines of mounting backlash against multinational corporations A national bestseller No Logo took Canadians by storm when it was published last year in hardcover Equal parts cultural analysis political manifesto mall rat memoir and journalistic expos it is the first book to uncover a betrayal of the central promises of the information age choice interactivity and increased freedom No Logo takes apart our packaged and branded world and puts the pieces into clear pop historical and economic perspective Naomi Klein tracks the resistance and self determination mounting in the face of our new branded world and explains why some of the most revered brands in the world are finding themselves on the wrong end of a bottle of spray paint a computer hack or an international anti corporate campaign No logo Naomi Klein,2011-05 C mo pas Bill Gates de trabajar en un garaje a convertirse en un magnate mundial Por qu el nombre de Nike suele identificarse con el trabajo clandestino y la explotaci n laboral Por qu algunas de las marcas m s respetadas del mundo se est n viendo acosadas por virulentas campa as en su contra Qu significa todo esto en el contexto del marketing actual y de la globalizaci n Y qu nos dice sobre el futuro de nuestras comunidades y del mundo en que vivimos Este libro es a partes iguales fruto de la investigaci n period stica y de la observaci n de nuestro entorno comercial Su misi n en principio es explicar la irritaci n que amplios sectores de la sociedad est n empezando a sentir contra las grandes marcas as como demostrar que las multinacionales han militarizado a sus oponentes Pero de paso nos invita a un periplo fascinante desde las m s lujosas tiendas de ropa de las grandes ciudades a ciertos talleres de Indonesia en los que el trabajo se convierte en degradaci n desde los grandes centros comerciales estadounidenses hasta los cuarteles de los activistas que atentan contra las vallas publicitarias o de los piratas inform ticos que han declarado la guerra a las multinacionales que violan los derechos humanos en Asia A trav s de un enfoque l cido y honesto Naomi Klein desenmascara a la llamada nueva econom a y desvela el modo en que ha incumplido todas sus promesas Y para ello no s lo utiliza an cdotas siempre provocativas y a menudo hilarantes sino que tambi n nos descubre minuciosamente las razones de ese nuevo activismo contra las grandes empresas un movimiento a escala mundial que ya se est convirtiendo en una verdadera fuerza sociopol tica con la que habr que empezar a contar **No Logo** Naomi Klein,2009-11-24 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 expos 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

No Logo Naomi Klein,2009-11-24 The tenth anniversary edition of the international bestseller with an updated introduction by Naomi Klein In the last decade No Logo has become an international phenomenon Equal parts journalistic expose mall rat memoir and political and cultural analysis it vividly documents the invasive economic practices and damaging social effects of the ruthless corporatism that characterizes many of our powerful institutions As the world faces another depression Naomi Klein s analysis of the branded world we all live in proves not only astonishingly prescient but more vital and timely than ever No Logo became the movement bible that put the new grassroots resistance to corporate manipulation into clear perspective It tells a story of rebellious rage and self determination in the face of our branded world calling for a more just sustainable economic model and a new kind of proactive internationalism Since her book The Shock Doctrine was published last year Klein now thirty eight has become the most visible and influential figure on the American left what Howard Zinn and Noam Chomsky were thirty years ago

Reseña crítica de "No logo. El poder de las marcas", de Klein, Naomi Equipo Académico,2009

En clave de marcas Gonzalo Brujó,2010 Gonzalo Bruj y 23 visionarios del marketing descubren el presente y el futuro del intangible m s importante

Edicion Homenaje , No Logo: o poder das marcas Naomi klein Naomi Klein,2002

Gore Capitalism Sayak Valencia,2018-04-13 An analysis of contemporary violence as the new commodity of today s hyper consumerist stage of capitalism Death has become the most profitable business in existence from Gore Capitalism Written by the Tijuana activist intellectual Sayak Valencia Gore Capitalism is a crucial essay that posits a decolonial feminist philosophical approach to the outbreak of violence in Mexico and more broadly across the global regions of the Third World Valencia argues that violence itself has become a product within hyper consumerist neoliberal capitalism and that tortured and mutilated bodies have become commodities to be traded and utilized for profit in an age of impunity and governmental austerity In a lucid and transgressive voice Valencia unravels the workings of the politics of death in the context of contemporary networks of hyper consumption the ups and downs of capital markets drug trafficking narcopower and the impunity of the neoliberal state She looks at the global rise of authoritarian governments the erosion of civil society the increasing violence against women the deterioration of human rights and the transformation of certain cities and regions into depopulated ghostly settings for war She offers a trenchant critique of masculinity and gender constructions in Mexico linking their misogynist force to the booming trade in violence This book is essential reading for anyone seeking to analyze the new landscapes of war It provides novel categories that allow us to deconstruct what is happening while proposing vital epistemological tools developed in the convulsive Third World border

space of Tijuana **BRANDING INTEGRAL** Carlos Victor Costa,2025-04-10 **Imagen de marca y product placement**

Baños González, Miguel,Rodríguez García, Teresa C.,2012-05-24 Desde que las marcas modernas hicieron su aparición en los mensajes de los anunciantes han pasado a centrarse más que en los objetos que producen en las marcas que los diferencian poniendo de relieve la importancia de los intangibles en sus comunicaciones Por otra parte la situación de medios y mercados donde la saturación dificulta la eficacia de los mensajes comerciales obliga a investigar sobre nuevas fórmulas para llegar a los potenciales consumidores Dentro de este contexto el product placement se muestra como una herramienta con muchas ventajas tanto para anunciantes como para productoras audiovisuales En este libro se analiza en profundidad la marca en todas sus vertientes imagen identidad posicionamiento valor y su relación con el emplazamiento del producto una técnica que facilita el encuentro del potencial consumidor con las marcas en un espacio que él elige voluntariamente Pero el product placement es una técnica compleja a través de ella el mensaje comercial de un anunciante se integra dentro de un mensaje con otros objetivos Y la marca tiene que ocupar el espacio que le corresponde porque tanto por exceso como por defecto el resultado puede ser negativo A través de un amplio recorrido por el emplazamiento de producto se muestran sus posibilidades los riesgos que supone y como evitarlos sus ventajas el papel de la marca la medida de sus efectos En resumen en sus páginas se puede encontrar una ayuda para que todos tanto profesionales como investigadores lleguen a conocer las claves para su eficacia índice Prólogo de Ricardo H Ontalba Introducción La marca Dimensiones operativas de la marca El branding Product placement El product placement como herramienta de comunicación Bibliografía **La marca Universitaria , La envidia**

Elena Pulcini,2018-06-30 El mordisco de la envidia como lo llama Francesco Alberoni en Los envidiosos ese espasmo doloroso que a nuestro pesar nos atenaza a la vista de alguien que tiene lo que nosotros no tenemos y que deseamos es producto del vértigo de la carencia de la perdida la belleza de la amiga que colecciona conquistas la casa lujosa del vecino la mayor popularidad del propio alumno la promoción profesional de un colega la riqueza de un pariente se convierten en ataques dirigidos a nuestro propio ser de los cuales aunque solo sea por un instante percibimos el fallo la derrota la caída Es decir lo que pasa es que alguien interrumpe nuestro deseo de expansión de autoafirmación de sobresalir un deseo infinito ontológicamente ilimitado que de pronto choca con un límite insalvable arrojándonos al abismo de nuestra impotencia *Espiritualidad para insatisfechos* José María Castillo López,2023-09-15 En los tiempos que corren cuando las religiones se ven cuestionadas desde diversos puntos de vista y por serios motivos baste pensar en la conflictiva relación entre religión y violencia la espiritualidad cobra fuerza Cada día aumenta el número de personas que experimentan más y más no ya la simple curiosidad por el esoterismo o cosas parecidas sino la necesidad de vivir una espiritualidad coherente con las nuevas situaciones debidas al rápido y profundo cambio cultural del momento presente El problema que muchos se plantean cuando se habla de este asunto está en que en no pocos ambientes la espiritualidad se relaciona con lo que aleja de la vida y del mundo de la sociedad y de los asuntos serios que viven tantas personas Se trata en ese caso de la espiritualidad que

entonece En otros casos lo que se piensa es que la espiritualidad es lo m s opuesto a lo humano lo corporal lo laico etc O lo que es peor hay quienes sospechan que hablar de espiritualidad es hablar del sustituto liviano de la s lida fe religiosa de otros tiempos Este libro sale al paso de tales malentendidos Y presenta el significado y la forma de vivir de una espiritualidad recia que al mismo tiempo no renuncia ni a nuestra condici n de ciudadanos del mundo ni a la apremiante necesidad de ser felices que todos experimentamos sin olvidar en absoluto la utop a que puede motivarnos para hacer realidad el ideal de los que piensan que otro mundo es posible

Enriquecimiento Luc Boltanski,Arnaud Esquerre,2022-02-23 Un brillante

estudio sobre el nuevo capitalismo del lujo el coleccionismo y otras fuentes de riqueza contempor nea Hacia d nde va el capitalismo moderno Se ha producido un cambio de modelo en la generaci n de riqueza Este libro analiza c mo en Occidente el capitalismo ha ido virando de direcci n desde el ltimo tercio del siglo XX hacia un nuevo planteamiento econ mico basado en la desindustrializaci n Una vez comprobado que el beneficio de la explotaci n de la mano de obra tiende a disminuir se cambia de foco y se buscan nuevos recursos que explotar Este nuevo capitalismo est m s basado en enriquecer el valor de productos ya existentes que en crear productos nuevos Y as se explotan objetos y lugares a los que se dota de una narrativa Es una econom a reformulada conectada con museos y fundaciones con el coleccionismo de obras de arte y objetos antiguos con la industria del lujo y los productos enogastron micos con el turismo Se produce una redefinici n del concepto de mercanc a mediante lo que los autores denominan econom a del enriquecimiento cuyo avance supone un cambio de las reglas del juego y los objetivos del capitalismo Este libro visionario aborda con claridad y rigor una transformaci n de envergadura que afecta a la macroeconom a pero tambi n al bolsillo de cada uno de nosotros

De "Lo Pol tico" a la pol tica. Liberalismo: el otro l mite de la legitimidad. Pablo Manuel Fern ndez Alarc n,2005

Ciudadan a medi tica. Una mirada educativa Gonz lvez P rez, Vicent,2014-09-01 La fuerte presencia de los medios de comunicaci n en las sociedades actuales exige la necesidad de contar con ciudadanos cada vez m s competentes y activos De hecho la importancia de la educaci n medi tica es ya una realidad incuestionable a nivel internacional y una prioridad para organismos como el Consejo de Europa el Parlamento Europeo la ONU o la UNESCO C mo educar en el consumo responsable de los medios o en la actitud inteligente frene a tantos mensajes persuasivos Es posible alfabetizar en las nuevas tecnolog as y a su vez educar en un uso c vico y solidario de las mismas C mo contribuir a la formaci n de una opini n p blica deliberativa Y sobre todo cu l es el fundamento filos fico y pedag gico de todo ello Este libro trata de responder a algunos de los desaf os educativos y ticos planteados por nuestras sociedades hipercomunicadas y globalizadas Sociedades en las que una ciudadan a emergente busca ser protagonista de su destino no s lo en lo jur dico pol tico social o econ mico sino tambi n en lo medi tico una ciudadan a cr tica profundamente democr tica preparada para vivir del mejor modo en esa sociedad del conocimiento en la que estamos inmersos Los medios son al fin y al cabo una oportunidad magn fica para la renovaci n pedag gica y una ocasi n inigualable para la formaci n de la ciudadan a global ante retos cada vez m s globales Vicent Gonz lvez es doctor en Filosof a y Ciencias

de la Educaci n Autor del libro Inteligencia moral 2000 y coordinador coautor del libro tica de los medios Una apuesta por la ciudadan a audiovisual 2004 Actualmente es profesor e investigador en el Departamento de Teor a de la Educaci n Universitat de Val ncia

El futuro del sistema de pensiones Robin Blackburn,2014-10-08 En este ensayo Robin Blackburn realiza un cr tico examen sobre la crisis fiscal y la corrupci n empresarial de una sociedad en proceso de envejecimiento Los acontecimientos de los ltimos a os la burbuja de los fondos de inversi n de EEUU el sube y baja de los mercados de valores y una cadena de grandes esc ndalos empresariales de Enron a Parmalat han hecho que se esfumen miles de millones de d lares de los ahorros de los trabajadores a ambos lados del Atl ntico revelando la incapacidad de la industria de servicios financieros a la hora de desempe ar su papel como custodio de los ahorros y los fondos de pensiones As mismo tambi n pone de manifiesto la ausencia de responsabilidad en el coraz n de lo que Blackburn denomina el capitalismo gris t rmino que alude a las turbias pr cticas y a la falta de transparencia en el mundo financiero y corporativo El autor explica por qu los intentos de cubrir el coste del envejecimiento de la sociedad a trav s de una proliferaci n de productos financieros est n condenados al fracaso y tienen una serie de desafortunados efectos secundarios De hecho la llamada ingenier a financiera ha permitido a las empresas escapar de los impuestos al tiempo que favorece que un nuevo tipo de ejecutivo acumule absurdas fortunas a expensas de los accionistas y empleados Pero en este an lisis Blackburn no se limita a exponer los problemas tambi n plantea soluciones al identificar nuevas fuentes de financiaci n de pensiones sobre todo la manera de garantizar que las empresas hagan una contribuci n real y esboza lo que podr a ser un nuevo rgimen progresivo de fondos de pensiones que abarque a todos los ciudadanos y en el que no se pueda diluir ni eludir la responsabilidad

Pol ticas educativas en un mundo globalizado Fazal Rizvi,Bob Lingard,2013-02-25 Los autores exploran las principales causas que han impulsado el cambio pol tico que se ha producido a nivel mundial en materia de educaci n Sugieren que stos no funcionan de la misma manera en todos los Estados o naciones Examinan los efectos transformadores de la globalizaci n en el terreno discursivo en el que las pol ticas educativas se desarrollan y promulgan con el argumento de que este terreno est cada vez m s influenciado por una serie de preceptos neoliberales que han cambiado fundamentalmente el pensamiento sobre gesti n de la educaci n Los autores afirman a su vez que estos preceptos se han convertido en hegem nicos a pesar de resistirse en algunos pa ses a aceptarlos Este libro proporciona una visi n general de las siguientes cuestiones cr ticas en la pol tica educativa a la que este punto de vista hegem nico de la globalizaci n ha dado lugar transferencia y descentralizaci n nuevas formas de gobierno el equilibrio entre la financiaci n p blica y privada de la educaci n acceso equidad y la educaci n de las ni as planes de estudios en particular con respecto a la ense anza del idioma Ingl s y la tecnolog a pedagog as y con mucha confianza en las pruebas el comercio mundial de la educaci n Estas cuestiones se estudian en el contexto de grandes cambios en los procesos globales y los discursos ideol gicos que est n experimentando de una forma negociada todos los pa ses El libro ofrece una aproximaci n al an lisis de pol ticas educativas en la era de la globalizaci n y ser de gran inter s para quienes estudian la globalizaci n y la

pol tica de la educaci n en las ciencias sociales

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