

2023-07-17

No Logo

2009-11-24

a tenth anniversary edition of naomi klein s no logo with a new introduction by the author 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

No Logo

2000-12-08

with a new afterword to the 2002 edition no logo employs journalistic savvy and personal testament to detail the insidious practices and far reaching effects of corporate marketing and the powerful potential of a growing activist sect that will surely alter the course of the 21st century first published before the world trade organization protests in seattle this is an infuriating inspiring and altogether pioneering work of cultural criticism that investigates money marketing and the anti corporate movement as global corporations compete for the hearts and wallets of consumers who not only buy their products but willingly advertise them from head to toe witness today s schoolbooks superstores sporting arenas and brand name synergy a new generation has begun to battle consumerism with its own best weapons in this provocative well written study a front line report on that battle we learn how the

nike swoosh has changed from an athletic status symbol to a metaphor for sweatshop labor how teenaged mcdonald s workers are risking their jobs to join the teamsters and how culture jammers utilize spray paint computer hacking acumen and anti propagandist wordplay to undercut the slogans and meanings of billboard ads as in joe chemo for joe camel no logo will challenge and enlighten students of sociology economics popular culture international affairs and marketing this book is not another account of the power of the select group of corporate goliaths that have gathered to form our de facto global government rather it is an attempt to analyze and document the forces opposing corporate rule and to lay out the particular set of cultural and economic conditions that made the emergence of that opposition inevitable naomi klein from her introduction

No logo

2007

este libro explica la irritación que las grandes marcas suscitan en amplios sectores de la sociedad pero además 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 degradación desde los grandes centros comerciales estadounidenses hasta las sedes de los piratas informáticos que se oponen a las multinacionales que violan los derechos humanos en asia naomi klein desenmascara a la llamada nueva economía y desvela cómo ésta ha incumplido todas sus promesas

No Logo: o poder das marcas Naomi klein

2002

by the time you re twenty one you ll have seen or heard a million advertisements but you won t be happier for it no logo was a book that defined a generation when it was first published in 1999 for its 10th anniversary naomi klein has updated this iconic book

No Logo

2010

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

No Logo

2009-11-24

der klassiker der globalisierungskritik und bestseller jetzt im fischer taschenbuch die führende intellektuelle unserer zeit und bestsellerautorin naomi klein offenbart die machenschaften multinationaler konzerne hinter der fassade bunter logos der von ihr propagierte ausweg aus dem markendiktat ist eine auflehnung gegen die täuschung der verbraucher gegen menschenunwürdige arbeitsbedingungen zerstörung der natur und kulturellen kahlschlag denn durch ihre demystifizierung verlieren die großen global agierenden marken an glanz und macht zum wohle aller

No Logo!

2015-04-23

fences and windows dispatches from the front lines of the globalization debate brings together two years of naomi klein s writings and tracks the globalization conflict from seattle to september 11th and beyond since the publication of no logo naomi klein has continued tirelessly as a brilliant and informed contributor to contemporary debate fences and windows dispatches from the front lines of the globalization debate intended as a companion to no logo includes her most notable essays speeches and articles on issues from nafta to genetically modified organisms to the violence in genoa it offers introduction and explanation looking at where the movement has come from and where it is going more than any other single voice naomi klein articulates the concerns and complaints of a generation about economic fundamentalism the criminalization of dissent and the effects of free trade but this book also reflects on the nature of resistance the street protests that shocked and energized millions carnival style subversion and the apparent disorganization that is anti globalization s great strength fences and windows dispatches from the front lines of the globalization debate is provocative intelligent and passionate a document in its own right of a unique time in our history

Fences and Windows

2010-08-27

etat des lieux de la société de consommation no logo analyse et dénonce les innombrables pratiques d intrusion des marques au cœur de nos vies quotidiennes et expose les formes de résistance qui se mobilisent aujourd hui pour combattre leur emprise prédatrice un best seller mondial

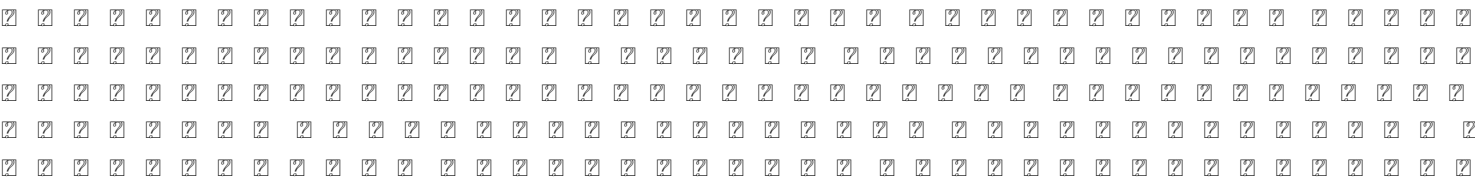
No logo

2002

polemiek tegen de hedendaagse door de neoliberalische tijdgeest bevorderde invloed van het bedrijfsleven op de samenleving

Klein, No logo pocketeditie

2004



NO? ? ? ? ? ?

2018-07

État des lieux de la société de consommation cet ouvrage analyse et dénonce les innombrables pratiques d'intrusion des marques au cœur de nos vies quotidiennes et expose les formes de résistance qui se mobilisent aujourd'hui pour combattre leur emprise prédatrice

No Logo

2015-03-18T00:00:00+01:00

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2020-11

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2017-08

debatbog om den internationale mærkevarebranches mål og midler siden 1980 erne herunder om opbygning af images de aggressive reklamemetoder og markedsføring om den skånselsløse profitjagt med udnyttelse af den 3 verdens lønarbejdere såvel børn som voksne samt om græsrodsbevægelsernes reaktioner no logo er absolut og uden sammenligning den vigtigste bog der er kommet på dansk i de sidste ti år michael holbek jensen i ekstrabladet en fremragende bog som formår at fange nogle vigtige bevægelser i den moderne kapitalisme per johannes schjødt i berlingske tidende

No Logo

2014-12-09

fences and windows dispatches from the front lines of the globalization debate brings together two years of naomi klein s writings and tracks the globalization conflict from seattle to september 11th and beyond since the publication of no logo naomi klein has continued tirelessly as a brilliant and informed contributor to contemporary debate fences and windows dispatches from the front lines of the globalization debate intended as a companion to no logo includes her most notable essays speeches and articles on issues from nafta to genetically modified organisms to the violence in genoa it offers introduction and explanation looking at where the movement has come from and where it is going more than any other single voice naomi klein articulates the concerns and complaints of a generation about economic fundamentalism the criminalization of dissent and the effects of free trade but this book also reflects on the nature of resistance the street protests that shocked and energized millions carnival style subversion and the apparent disorganization that is anti globalization s great strength fences and windows dispatches from the front lines of the globalization debate is provocative intelligent and passionate a document in its own right of a unique time in our history



2006-06

a new york times bestseller national indie bestseller i ve been raving about naomi klein s doppelganger i can t think of another text that better captures the berserk period we re living through michelle goldberg the new york times if i had to name a single book that makes sense of these last few dark years it would be this one katie roiphe the new york times book review editors choice if ever a book was necessary it s this one bill mckibben thoughtful and honest incisive klein moves her reader toward the truer

grounds of solidarity in these times judith butler what if you woke up one morning and found you'd acquired another self a double who was almost you and yet not you at all what if that double shared many of your preoccupations but in a twisted upside down way furthered the very causes you'd devoted your life to fighting against not long ago the celebrated activist and public intellectual naomi klein had just such an experience she was confronted with a doppelganger whose views she found abhorrent but whose name and public persona were sufficiently similar to her own that many people got confused about who was who destabilized she lost her bearings until she began to understand the experience as one manifestation of a strangeness many of us have come to know but struggle to define ai generated text is blurring the line between genuine and spurious communication new age wellness entrepreneurs turned anti vaxxers are scrambling familiar political allegiances of left and right and liberal democracies are teetering on the edge of absurdist authoritarianism even as the oceans rise under such conditions reality itself seems to have become unmoored is there a cure for our moment of collective vertigo naomi klein is one of our most trenchant and influential social critics an essential analyst of what branding austerity and climate profiteering have done to our societies and souls here she turns her gaze inward to our psychic landscapes and outward to the possibilities for building hope amid intersecting economic medical and political crises with the assistance of sigmund freud jordan peele alfred hitchcock and bell hooks among other accomplices klein uses wry humor and a keen sense of the ridiculous to face the strange doubles that haunt us and that have come to feel as intimate and proximate as a warped reflection in the mirror combining comic memoir with chilling reportage and cobweb clearing analysis klein seeks to smash that mirror and chart a path beyond despair doppelganger asks what do we neglect as we polish and perfect our digital reflections is it possible to dispose of our doubles and overcome the pathologies of a culture of multiplication can we create a politics of collective care and undertake a true reckoning with historical crimes the result is a revelatory treatment of the way many of us think and feel now and an intellectual adventure story for our times

Fences and Windows

2002-09-04



Doppelganger

2023-09-12

the best selling author of the shock doctor explains why the environmental crisis challenges us to abandon free market ideologies and remake political systems arguing that a massive reduction of greenhouse emissions may offer a best chance for correcting economic challenges 150 000 first printing

No logo

2009

the new york times and sunday times bestseller an ordinary person s guide to hope read this book arundhati roy as accessible as it is brilliant owen jones a genuine page turner michelle alexander naomi klein award winning journalist bestselling author of no logo the shock doctrine and this changes everything scourge of brand bullies and corporate liars gives us the toolkit we need to survive our surreal shocking age this is a look at how we arrived at this surreal political moment how to keep it from getting a lot worse and how if we keep our heads we can flip the script remember when love was supposed to trump hate remember when the oil companies and bankers seemed to be running scared what the hell happened and what can we do about it naomi klein shows us

how we got here and how we can make things better no is not enough reveals among other things that the disorientation we re feeling is deliberate that around the world shock political tactics are being used to generate crisis after crisis designed to force through policies that will destroy people the environment the economy and our security that extremism isn t a freak event it s a toxic cocktail of our times from how to trash the trump megabrand to the art of reclaiming the populist argument naomi klein shows all of us how we can break the spell and win the world we need don t let them get away with it who better than naomi to make sense of this madness and help us find a way out a top of the stack must read michael stipe naomi klein s new book incites us brilliantly to interweave our no with a programmatic yes a manual for emancipation yanis varoufakis magnificent a courageous coruscating counterspell junot díaz

This Changes Everything

2015-08-04

en aquest assaig lúcid i valent naomi klein explica la raó per la qual amplis sectors de la societat estan començant a sentir un fort rebuig per les grans marques des de les botigues de roba més luxoses de les grans ciutats fins a certs tallers d indonèsia on treballar es converteix en una degradació des dels grans centres comercials dels estats units fins als quarters dels activistes que atempten contra les tanques publicitàries o els pirates informàtics que han declarat la guerra a les multinacionals que violen els drets humans a l Àsia de mica en mica comprendrem la dimensió de la tragèdia que s amaga darrere de les grans marques naomi klein desemmascara la nova economia i ens mostra de quina manera ha incomplert tot el que prometia

No logo

2004

the authors of this book are top executives in the luxury goods industry in an environment in which brands have come under attack they argue that brands can be factors of progress if they are correctly managed the book includes an analysis of brand nature and history and highlights the importance of semiotics in the management of brand identity in summary they argue that brands cannot be held responsible for the imperfections and excesses of the worldwide economic and political systems but that they can be signs of excellence and differentiation and vectors of values which favour multicultural understanding and put people in a position to generate progress

Sem logo

2002




















































No Is Not Enough

2017-06-13

sportsgeist statt turnschuhe große freiheit statt zigarette dem konsumenten werden statt überzeugender produkte oft nur noch hohle images angeboten naomi klein offenbart die machenschaften der multinationalen konzerne hinter den fassaden bunter logos

No logo

2008

impassioned hugely informative wonderfully controversial and scary as hell john le carré around the world in britain the united states asia and the middle east there are people with power who are cashing in on chaos exploiting bloodshed and catastrophe to brutally remake our world in their image they are the shock doctors exposing these global profiteers naomi klein discovered information and connections that shocked even her about how comprehensively the shock doctors beliefs now dominate our world and how this domination has been achieved raking in billions out of the tsunami plundering russia exploiting iraq this is the chilling tale of how a few are making a killing while more are getting killed packed with thinking dynamite a book to be read everywhere john berger if you only read one non fiction book this year make it this one metro books of the year there are a few books that really help us understand the present the shock doctrine is one of those books john gray guardian a brilliant book written with a perfectly distilled anger anger channelled through hard fact she has indeed surpassed no logo independent



2019-02

the dictionary of globalization provides a critical overview of the contemporary globalization debate bringing together all the disparate elements of a vast and ever growing literature framed by a lively introductory chapter which examines the emergence and propulsion of this concept into widespread usage the dictionary comprises an a-z of entries covering every major aspect of the globalization debate from 9 11 to zapatistas the world bank to the world social forum the entries ranging from 100 to 500 words in length are divided into three core categories institutions and organizations processes and phenomena key thinkers each entry is

accompanied by a few carefully selected recommendations for further reading to help students deepen their understanding of the topic in question the dictionary also concludes with a section of additional readings grouped around key themes such as economic political and cultural globalization designed to facilitate the readers own critical engagement with the complex ideas behind different perspectives on globalization the dictionary is an invaluable guide for students researchers and policy makers

Pro Logo

2003-10-10

1 international and new york times bestselling author naomi klein author of the shock doctrine and this changes everything makes the case for a green new deal explaining how bold climate action can be a blueprint for a just and thriving society for more than twenty years naomi klein has been the foremost chronicler of the economic war waged on both people and planet and an unapologetic champion of a sweeping environmental agenda with justice at its center in lucid elegant dispatches from the frontlines of contemporary natural disaster she pens surging indispensable essays for a wide public prescient advisories and dire warnings of what future awaits us if we refuse to act as well as hopeful glimpses of a far better future on fire the burning case for a green new deal gathers for the first time more than a decade of her impassioned writing and pairs it with new material on the staggeringly high stakes of our immediate political and economic choices these long form essays show klein at her most prophetic and philosophical investigating the climate crisis not only as a profound political challenge but as a spiritual and imaginative one as well delving into topics ranging from the clash between ecological time and our culture of perpetual now to the soaring history of humans changing and evolving rapidly in the face of grave threats to rising white supremacy and fortified borders as a form of climate barbarism this is a rousing call to action for a planet on the brink with reports spanning from the ghostly great barrier reef to the annual smoke choked skies of the pacific northwest to post hurricane puerto rico to a vatican attempting an unprecedented ecological conversion klein makes the case that we will rise to the existential challenge of climate change only if we are willing to

transform the systems that produced this crisis an expansive far ranging exploration that sees the battle for a greener world as indistinguishable from the fight for our lives on fire captures the burning urgency of the climate crisis as well as the fiery energy of a rising political movement demanding a catalytic green new deal



2009-08

more than simply a comprehensive collection of brand success stories this text will also help businesses and students to easily identify the factors behind these successes and to place them into a broader business and social context

No Logo!

2005

more than a pretty face designed to identify a product a logo combines powerful elements super boosted with sophisticated branding techniques logos spark our purchasing choice and can affect our wellbeing lovingly detailed researched and honed to deliver a specific intention a logo contains a unique dynamic that sidesteps our conscious mind we might not know why we prefer one product over another but the logo designed to connect the heart of the brand to our own hearts plays a vital part in our decision to buy the power of symbols to sway us has been recognised throughout history found in caves and in egyptian temples they are attributed with the strength to foretell and create the future connect us with the divine and evoke emotions from horror to ecstasy at a glance the new symbols we imbue with these awesome powers are our favourite brand logos discover the unconscious effect of these modern symbols that thrust our most successful global corporations into the limelight and our lives learn to make informed choices about brands find out how a logo reflects the state of the brand and holds it to account



2011

get the summary of naomi klein s doppelganger in 20 minutes please note this is a summary not the original book doppelganger by naomi klein is a deep dive into the author s unsettling experience of being mistaken for her ideological opposite naomi wolf klein s journey is sparked by her own mistaken identity during occupy wall street and leads her to investigate the rise of anti democratic forces and the cultural dynamics of doubling where online avatars and personal brands create fragmented identities the book examines the psychological and societal implications of having a doppelganger the polarization of identities and the historical doubling of race ethnicity and gender klein contrasts her consistent focus on corporate exploitation and environmentalism with wolf s shift towards authoritarianism and conspiracy theories highlighting the confusion and frustration caused by their digital identity mix up

The Shock Doctrine

2014-10-02

in twenty short books penguin brings you the classics of the environmental movement in hot money naomi klein lays out the evidence that deregulated capitalism is waging war on the climate and shows that in order to stop the damage we must change everything we think about how our world is run over the past 75 years a new canon has emerged as life on earth has become irrevocably altered by humans visionary thinkers around the world have raised their voices to defend the planet and affirm our place at the heart of its restoration their words have endured through the decades becoming the classics of a movement together these books show the richness of environmental thought and point the way to a fairer saner greener world

Dictionary of Globalization

2006-09-07

naomi klein a festejada autora de sem logo sucesso absoluto de público e crítica no brasil e no mundo relata suas últimas experiências na linha de frente do debate sobre a globalização cercas e janelas reúne textos da autora publicados em prestigiados veículos como the guardian the los angeles times e the globe and mail esta seleção de artigos vários inéditos aborda temas como alca nafta alimentos geneticamente modificados copyright e música na internet patentes de remédios experiências comunitárias em buenos aires ativismo antinuclear nos desertos da austrália o pt e a attac ação pela tributação das transações financeiras em apoio aos cidadãos na criação do fórum social mundial de porto alegre fundamentalismo econômico e mídia alternativa o subcomandante marcos e o exército zapatista de libertação nacional as duas imagens evocadas pelo título são na verdade metáforas para o mundo atual as cercas são reais barras de aço mantendo ativistas longe das grandes corporações ao mesmo tempo elas mantêm os mais pobres longe das possibilidades de ascensão social as cercas de pobreza impedem uma total distribuição de educação e saúde klein argumenta que a globalização beneficia somente aos cidadãos mais ricos e a ênfase na privatização inviabiliza serviços públicos essenciais ao redor do mundo apesar de todas as tentativas de privatização há algumas coisas que se recusam a ser possuídas música água sementes eletricidade idéias tais coisas continuam irrompendo para fora dos limites erguidos em torno delas têm uma resistência natural à prisão uma tendência a fugir à troca a fluir através das cercas e a escapar pelas janelas abertas explica críticos ao movimento antiglobalização sugerem uma falta de estrutura coesa em suas bases mas é nos pequenos e variados grupos que a autora aposta essa diversidade de protestos funciona como falhas nas rígidas estruturas janelas que permitem aos menos afortunados enxergarem o que realmente ocorre e quais as soluções para este impasse uma solução mais justa para todos sem excluídos em cercas e janelas klein nos coloca diante da gênese destas respostas da geração internet às injustiças de um sistema econômico internacional dedicado a favorecer os interesses de um punhado de investidores e menos de 1 000 grandes corporações o livro traz dois anos e meio de comentários e análises concebidos por klein como testemunha direta de protestos antiglobalização em mais de vinte países cercas e janelas aborda os

propósitos da subversão dessa resistência teatralizada nas ruas e sua aparente desorganização que a autora reputa como a real força do movimento cartões postais de momentos dramáticos um registro do primeiro capítulo de uma velha e recorrente história aquela sobre gente pressionando as barreiras erigidas para contê-las abrindo janelas respirando profundamente saboreando a liberdade explica naomi klein uma das mais brilhantes ativistas antiglobalização e pensadoras de sua geração naomi klein autora de *sem logo* nasceu em 1970 em montreal no Canadá e hoje vive em toronto iniciou sua carreira jornalística no *toronto star* cobrindo a área de marketing colunista do *the globe and mail* teve artigos publicados no *the new york times* *the village voice* *ms the nation* *this magazine* e *saturday night* apaixonante e inspiradora antologia de comentários reportagens e discursos sobre os perigos reais e atuais da economia globalizada klein é uma escritora primorosa com o dom de transmitir muito com pouco e a habilidade de sempre conseguir medir a pressão social *the guardian* o resultado é uma crônica agradável de ler sobre uma experiência intensa na luta antiglobalização now

On Fire

2019-09-17

no logo el anterior bestseller de naomi klein traducido a veintitrés idiomas daba forma a las preocupaciones de toda una generación y constituía la crónica de un nuevo movimiento tras el éxito de este libro klein ha seguido contribuyendo incansablemente al actual debate sobre la globalización su impacto y su futuro hasta dar forma al presente volumen en el que se reflejan dos años de su vida particularmente intensos vividos entre manifestaciones multitudinarias e informes realizados en primera línea de fuego con todo ello nos pone al día de todas las iniciativas de cambio y de sus posibilidades de las esperanzas y de los obstáculos que se deben superar para conseguirlo recopila sus artículos y conferencias más importantes la mayoría de estas últimas inéditas hasta el momento y el resultado es de nuevo una reflexión sobre la resistencia en el mundo actual protestas callejeras que arrastran a miles de jóvenes actividades subversivas a través de los nuevos medios de comunicación movimientos que ocultan una enorme fuerza tras su aparente desorganización provocativo inteligente y apasionado *vallas y ventanas* es una guía para la supervivencia en la economía de hoy un

análisis de la globalización y sus consecuencias así como un documento sobre una época única en la historia

Brand Royalty

2006

No logo

2002

The Logo Decoded

2011-12-16

Summary of Naomi Klein's Doppelganger

2024-01-14

Hot Money

2021-08-26



2001

Cercas E Janelas

2003-05-19

Vallas y ventanas

2002

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