



Blowing Up the Brand: Critical Perspectives on Promotional Culture (Popular Culture and Everyday Life)

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This edited volume seeks to redress the lack of scholarly work that takes promotion seriously as a form of social, cultural, political, and economic exchange. It unpacks the vernacular, the institutional structures, and the practices and performances that make up promotional culture in everyday life, offering diverse critical perspectives on how, as citizens, consumers, and users, we absorb, navigate, confront, and resist its influence. Contributions from both renowned scholars and emerging intellectuals make this book a timely and valuable contribution to the fields of media and communication studies, political science, cultural studies, sociology, and anthropology.

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