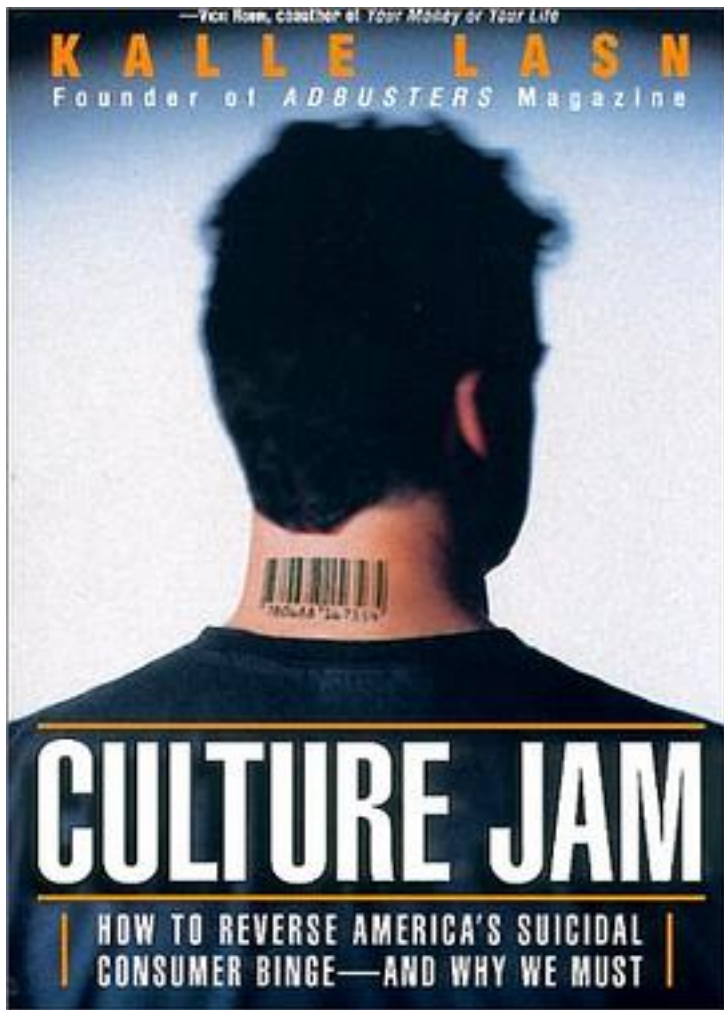


Culture Jam



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著者:Kalle Lasn

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America is no longer a country but a multimillion-dollar brand, says Kalle Lasn and his

fellow "culture jammers". The founder of Adbusters magazine, Lasn aims to stop the branding of America by changing the way information flows; the way institutions wield power; the way television stations are run; and the way the food, fashion, automobile, sports, music, and culture industries set agendas. With a courageous and compelling voice, Lasn deconstructs the advertising culture and our fixation on icons and brand names. And he shows how to organize resistance against the power trust that manages the brands by "uncooling" consumer items, by "dermarketing" fashions and celebrities, and by breaking the "media trance" of our TV-addicted age. A powerful manifesto by a leading media activist, Culture Jam lays the foundations for the most significant social movement of the early twenty-first century -- a movement that can change the world and the way we think and live.

作者介绍:

卡勒·拉森 Kalle Lasn

《广告克星》杂志创建人。该杂志和Blog post组织了2011年9月的“反华尔街运动”。这本刊物主旨在于推动大众认清各种现实问题的真相,不受潮流、幻觉或者媒体的蒙蔽。刊物的任务是帮助人们了解现今美国文化,为各地关注精神生活的人提供一个新思路,或者说新的通道,走出消费主义至上的现状。

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我不大喜欢他的理论....

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书评

非常值得一读！通过看美国，可以对当前消费主义有些了解。其实现在中国也在梳理自己的品牌，不光是国家，任何一个企业、个人都需要通过树立品牌效应来增加自己的影响力。美国是一个商标，从这个商标里面，我们得到的信息，就是美国想要传达给世界的东西

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