

Brands: The Logos Of The Global Economy (International Library Of Sociology) By Celia Lury

By Celia Lury

Empire quoted in Lury, Brands: the Logos of the Global Economy, Logos of the Global Economy Celia Lury, International Journal of Sociology and
http://www.academia.edu/305213/The_Failure_of_Culture_Jamming_Resistance_in_a_Postsocial_World

A company's logo is a recognition tool for the public to link their services or products to the company. In other words, it is part of a company's branding.
<http://www.hongkiat.com/blog/logo-evolution/>

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A brand is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and

<http://en.wikipedia.org/wiki/Brand>

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research on the spatial dimensions of brands and branding in an international AND THEORISING BRANDS AND BRANDING GEOGRAPHIES 1. Celia Lury PART II: BRANDS

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The visual identity of a logo can make or break a brand in the eyes of a discerning consumer. Throughout a single company's history, various logos serve as indicators

<http://www.complex.com/style/2013/03/the-50-most-iconic-brand-logos-of-all-time/#!>

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http://link.springer.com/chapter/10.1007/978-3-319-20889-3_24

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<https://lockerdome.com/designtaxi/7877427703586836>

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