

# CONTENTS

<i>List of Figures</i>	vii
<i>Acknowledgments</i>	ix

1. Introduction: Blowing Up the Brand	1
MELISSA ARONCZYK & DEVON POWERS	

## **I. Authenticity, Value, and the Utility of Fiction in Promotional Culture**

2. Brand Valuation and Topological Culture	29
CELIA LURY & LIZ MOOR	
3. Promotion as Institutionalized Deception: Some Coordinates of Political Publicity	53
JOHN CORNER	
4. The Consuming Self: From Flappers to Facebook	71
JEFFERSON POOLEY	

## **II. Branded Space, Branded Citizens**

5. A Nation of "Shop 'til You Drop" Consumers? On the Overspent Puerto Rican Consumer and the Business of Shopping Malls	93
ARLENE DAVILA	
6. Branding, Crisis, and Utopia: Representing New York in the Age of Bloomberg	115
MIRIAM GREENBERG	
7. From <i>Chengfen</i> to <i>Shenjia</i> : Branding and Promotional Culture in China	145
HONGMEI LI	

## **III. Branding and the Promotional Public Sphere**

8. Activism, Branding, and the Promotional Public Sphere	173
GRAHAM KNIGHT	

9. "Through the Looking Glass": The Promotional University 2.0 ALISON HEARN	195
10. Silvio Berlusconi, One Man Brand GABRIELE COSENTINO & WADDICK DOYLE	219
11. Marketing Chimeras: The Biovalue of Branded Medical Devices MARY EBELING	241

#### **IV. Performing the Brand: Art, Entertainment, and Entrepreneurship**

12. The Politics of Commerce: Shepard Fairey and the New Cultural Entrepreneurship SARAH BANET-WEISER & MARITA STURKEN	263
13. Strange Powers: The Branded Sensorium and the Intrigue of Musical Sound DEVON POWERS	285
14. Texts that Sell: The Culture in Promotional Culture JONATHAN GRAY	307
<i>Notes on Contributors</i>	327
<i>Index</i>	331