

Unmarketable Brandalism Copyfighting Mocketing And The Erosion Of Integrity Anne Elizabeth Moore

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Unmarketable Brandalism Copyfighting Mocketing And
Unmarketable articulately and wittily outlines how corporate America utilizes strategies of the underground for to market both underground and mainstream media. In this process, the corporate somehow manipulates the underground into the destruction of its own underground culture. The sad truth is that its probably only going to get worse.

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Unmarketable: Brandalism, Copyfighting, Mocketing, and the Erosion of Integrity. by Anne Elizabeth Moore (Goodreads Author) 3.56 · Rating details · 255 ratings · 59 reviews. A writer and activist investigates corporate America's inroads into and alliances with the cultural underground. "There's an industry around you that works, whether you agree with it or not." Alec Bourgeois, Dischord Records label manager.

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Unmarketable | The New Press
Conversational, intellectually curious, and charmingly ragged, Unmarketable is an anticorporate manifesto with a difference: It exudes raw coolness. It is the very quality that, as Anne Elizabeth...

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Irina Ivanova Dec 9, 2007. Like Naomi Klein's No Logo, Anne Elizabeth Moore's excellent book Unmarketable: Brandalism, Copyfighting, Mocketing and the Erosion of Integrity (New Press, 2007) exposes the spread of corporate marketing into previously untapped areas of our lives. Because many young consumers consider themselves immune to advertising, corporations have responded with a ...

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Unmarketable: Brandalism, Copyfighting, Mocketing, and the ...
Host Kathleen Stephenson speaks with Anne Elizabeth Moore, author of Unmarketable: Brandalism, Copyfighting, Mocketing, and the Erosion of Integrity, a look at the corrosive effects of corporate infiltration of the underground.. Anne Elizabeth Moore is the co-editor of Punk Planet, the Best American Comics series editor, and the author of Hey Kidz! Buy This Book: A Radical Primer on Corporate ...

Unmarketable, Corporate Infiltration of the Underground | KBOO
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Alissa Quart | Mother Jones
Unmarketable: Brandalism, Copyfighting, Mocketing, and the Erosion of Integrity New York: The New Press , 2007 . For people with even a sneaking suspicion that the late-capitalist promise of an all-pervasive consumerist culture has been fully realized, Anne Elizabeth Moore's Unmarketable is a difficult read precisely because she confirms ...

Unmarketable: Brandalism, Copyfighting, Mocketing, and the ...
Anne Elizabeth Moore is an editor, artist, and is well known for her books Unmarketable: Brandalism, Copyfighting, Mocketing and the Erosion of Integrity, and Hey Kidz, Buy This Book: A Radical Primer on Corporate and Governmental Propaganda and Artistic Activism for Short People. She has also been highlighted for her work in zines and comics .

Anne Elizabeth Moore - Wikipedia
In a rare and indeed, unprecedented move, Murketing.com brings you now a Q&A with an author. The author is Anne Elizabeth Moore, who can also be described as an artist, an activist, co-editor of (recently departed) Punk Planet, series editor of Best American Comics, and a surprisingly nice person. The book is Unmarketable: Brandalism, Copyfighting, Mocketing, and the Erosion of Integrity ...

Q&A: Anne Elizabeth Moore, author of Unmarketable
Anne Elizabeth Moore is a Fulbright scholar and the author of several award-winning non-fiction books, including Unmarketable: Brandalism, Copyfighting, Mocketing, and the Erosion of Integrity (The...

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Unmarketable examines the corrosive effects of the corporate infiltration of the underground. Author Anne Elizabeth Moore takes a critical look at the savvy advertising agencies, corporate marketing teams, and branding experts who use DIY techniques to reach a youth market and at members of the underground who have helped forward corporate ...

Unmarketable | Anne Elizabeth Moore
Unmarketable: Brandalism, Copyrighting, Mocketing, and the Erosion of Integrity By Anne Elizabeth Moore. Unmarketable: Brandalism, Copyfighting, Mocketing, and the Erosion of Integrity. Brandalism - the way that libraries, art galleries etc now have their walls defaced with the logos of corporate sponsors.

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