



The Power of Brand Ownership

How do brands cultivate loyalty and influence consumer purchasing decisions? *The Power of Brand Ownership* explores the complex dynamics between branding and consumer identity within both the physical and digital realms that form our cultural landscape. Miriam J. Johnson uncovers a symbiotic relationship where brands serve not merely as navigational aids in a consumer's journey but also as integral components of self-identity and social projection, and the power that entails. Investigating the nuances of power shifts, brand authenticity, activism, and the gendered nature of consumption, Johnson asserts that brands are both influenced by and influencers of the cultural terrain they inhabit as well as the temporal contexts in which they interact. Theoretical frameworks articulate the fluidity of capital within the consumer–brand nexus whilst insightful case studies illustrate industry examples, revealing the shifting strategies employed by companies to make brands identifiable and desirable in the ever-changing cultural landscape.

MIRIAM J. JOHNSON is a Senior Lecturer in the Oxford International Centre for Publishing at Oxford Brookes University. Her research focusses on marketing, digital humanities, and AI, and her work has appeared in *Logos: Journal of the World Publishing Community*, *Publishing Research Quarterly*, and *The Journal of Social Media for Learning*. She is the author of *Books and Social Media* (Routledge, 2021), and *Social Media Marketing for Book Publishers* (Routledge, 2022) which home in on digital community dynamics.

Addressing the topic of branding from a much-needed fresh angle, *The Power of Brand Ownership* offers a unique and valuable perspective which incorporates cultural landscape, gender, activism, power, authenticity and other relevant topics that have been less frequently represented in this area. Highly thought-provoking content and the use of case studies enhances the book even more.

Professor Joe Bogue & Dr Lana Repar
Cork University Business School, University College Cork

Tackles the complex topic of brand identities in a new way by considering their role in shaping the cultural landscape and, in particular, the role of gender.

Professor Alistair Williams
Johnson & Wales University Charlotte

The Power of Brand Ownership

Marketing in the Cultural Landscape

MIRIAM J. JOHNSON
Oxford Brookes University



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This book is dedicated to Blythe, who reads everything in record time, edits, feeds back, and makes my writing magically better, all while keeping Dudley on the go. Special mention to Claire who listened to me go on about my concept for the book well before I had written a word and encouraged me to go for it while keeping in mind industry, and for Rosie – who makes me get up and leave the computer at reasonable times.

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