

Contents

Introduction	1
1 What We Mean When We Talk about the Cultural Landscape	6
2 Using Brands as Landmarks for Mapping the Cultural Landscape	27
3 Brand Capital, Perspective, and Power	43
4 The Role of Gender	63
Case Study 1 Gender: Virgin Atlantic and Bud Light	80
5 The Importance of Authenticity	93
6 Brand Activism as a Power Dynamic	110
Case Study 2 Activism: Kate Spade and Change Please	129
7 Ownership as Power	141
8 The Transience of Power in the Cultural Landscape	157
Case Study 3 Shifting Power: Skype, Burberry, and Old Spice	173
9 TL;DR: The Application to Industry	184
<i>Works Cited</i>	197
<i>Index</i>	258