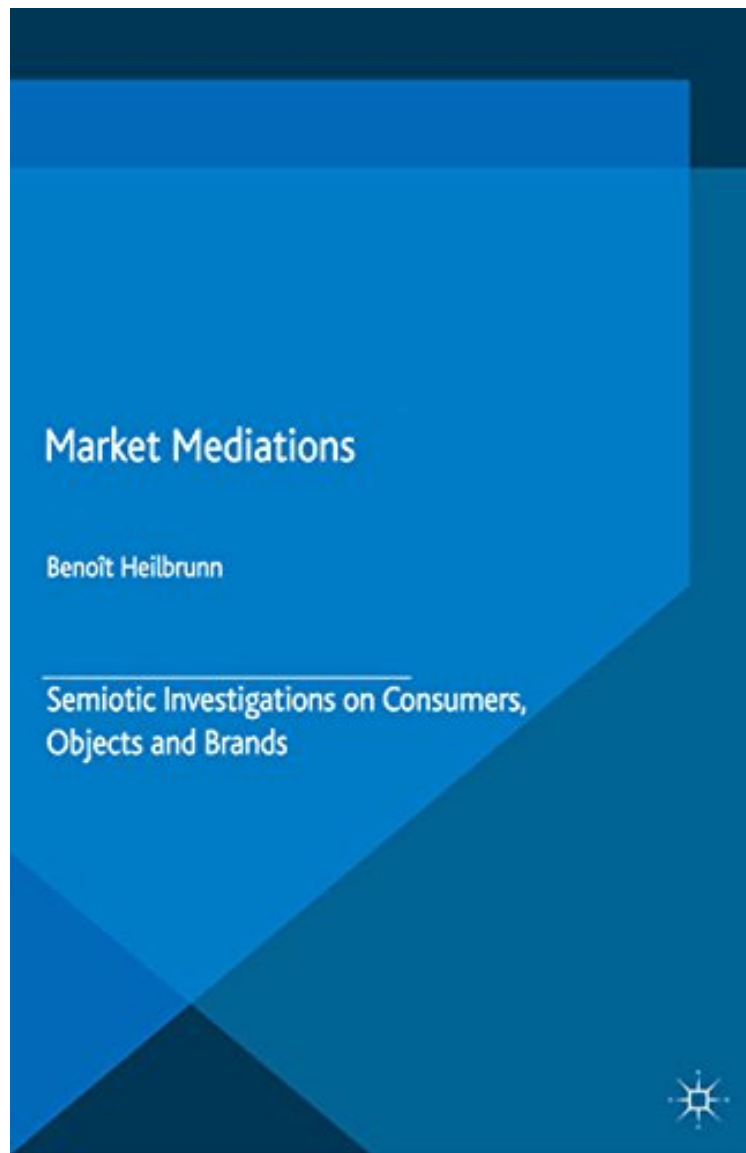


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Market Mediations: Semiotic Investigations on Consumers, Objects and Brands

B. Heilbrunn

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Market Mediations offers a fresh way to look at consumption practices, design and branding issues through analysis based on the French and European intellectual tradition. To account for this vast system of objects and brands, the book draws on the generative trajectory of meaning stemming from the structural semiotics of Greimas obedience.

About the AuthorBenoicirc;t Heilbrunn is Professor of Marketing at ESCP Europe Business School and at IFM (French Institute of Fashion). He teaches brand management, design management and consumer behaviour, and acts as a consultant in the area of brand activation and semiotics of marketing and branding. His wide interest in human sciences allows him to articulate a reflexion on the ideological aspects of consumer and brand society. He is also interested in the various dimensions of material culture, mainly objects, logos and visual identities.