

## Annotated Bibliography

Barber, Benjamin R. *Con\$umed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole*. New York: W.W. Norton & Co., 2007.

The connection between brand identity is made with consumer identity. A person's lifestyle is reflected in the brands that are worn, eaten, used etc. It is a vicious cycle that has no beginning and no end. We as a society, obsessed with consumption and brands, don't really know where our identity begins and ends or know who we are without the connection to a brand (169).

The concept of "brandscaping" will also be included in making the comparison to Untied Colors of Benneton. This new economy is not about producing a product anymore but creating a brand (170). What can be understood is that the connection that people have with a brand is emotional. Corporations are counting on it and invest time and money into creating a brand that resonates with people. Somewhere along the way, corporations have switched from producing products to producing an idea and an identity.

What I find to be the most problematic is that the power society has given to these corporations still has not made or not devoted themselves to working toward change.

Benjamin Barber is a Senior Research Scholar at the Center on Philanthropy and Civil Society. He is a political theorist and "brings an abiding concern for democracy and citizenship to issues of politics, culture and education in America and abroad" (Benjamin R. Barber)

Duffy, Neill., and Jo Hooper. *Passion Branding: Harnessing the Power of Emotion to Build Strong Brands*. Chichester, West Sussex, England ; Hoboken, NJ: John Wiley & Sons, Ltd., 2003.

Passion Branding is an approach that engages the consumer with the brands that are often purchased. It is, “a relationship between a brand and its consumers around a consumer passion, and the leverage of that passion in order to create stakeholder value” (1). This approach, which is not used often enough, has the potential to perpetuate social change. Some brands have chosen to take this route and have helped to promote change. This book uses several case studies to provide deep insight into profound effects a brand can have on a society and promote social responsibility.

Neill has been the Executive Chairman of Tribe Management since 2008. “Tribe works with brands, sports and entertainment properties and NGO's to help them move beyond simple philanthropy and CSR and embrace sustainability as a core business driver” (Duffy). Although his education is in Commerce, Finance and Accounting his contributions in Marketing and Advertising to organizations with a flair for social responsibility is extremely commendable.

This book's intended audience should be any leader that heads up a corporation or a person thinking about starting a business. This specific audience has the ability to take Duffy's principals and use their organization as a determining factor in their responsibility to social, political or cultural problems.

Films Media Group Online - York University., Films for the Humanities & Sciences

(Firm), Films Media Group, and SND Films. *Branded: Personal Identity Through Consumer Products*. New York, N.Y.: Films Media Group, 2006.

In an interview with Nicolas Hayek who is the CEO and Chairman of the Board of Swatch Group, he discusses the concepts and theories behind brand identity and marketing schemes. With specific examples, he touches on the identities that brands can have as well as the construction of identities that we create for ourselves with the purchasing of these brands.

Nicolas Hayek has been recognized for overseeing the liquidation of two watch making companies that were in financial trouble. It was with his vision and commitment that these two companies merged and repositioned themselves within the market place to come back and reclaim it's lost market share (Nicolas Hayek). His experience with Swatch Group and his proven success makes his interview valuable in understanding how he sees behaviours and responses to consumer goods.

The author of this video stream is a corporate author called Films Media Group. They are constructed of four brands that seek to bring educational videos to the academic community. This video was done by, Films for the Humanities and Sciences. This group is known for its programs of educational value and it wide array of content for higher education. The intended audience as indicated on the York University libraries page is nine year of age and older.

Giroux, Henry Anthony. "From Benetton to Murdoch: The Culture of Money, Shock and Schlock." *Truth-out.org*. N.p., 27 July 2011. Web. 20 Jan. 2013. <<http://truth-out.org/opinion/item/2331:from-benetton-to-murdoch-the-culture-of-money-shock-and-schlock>>.

The article reviews the history of United Colors of Benetton advertising campaigns. It discusses the hits, the misses, the breakthroughs and the catastrophe's. This article is specific to my research because this company can be singled out for its courageous advertisements to create social awareness. This type of advertising has its admirers and also has a group of people that resist and reject it. I think the importance here is that this brand isn't just about selling clothes but about creating conversation and an opportunity for society to reflect on its current situation.

This article also looks at the consumer impact in terms of dollars that were brought into the company after specific campaigns were released for the public's viewing. I have considered this article fundamental in exploring the impact a company or brand can have on the environment around us and that the possibility is there for more brands to stick their neck out and attach themselves to a cause.

"Henry A. Giroux currently holds the Global TV Network Chair Professorship at McMaster University in the English and Cultural Studies Department" (Truthout). He is also on the Board of Directors of Truthout. Their mission is to, "spur the revolution in consciousness and inspire the direct action that is necessary to save the planet and humanity" (Truthout). Truthout would appeal to an audience that is interested in learning the truth, for lack of a better word. The authors and contributors are objective and with

out bias. It is a non-profit organization that has “no advertising or corporate backing” (Truthout)

Godart, Frédéric. *Unveiling Fashion: Business, Culture, and Identity in the Most Glamorous Industry*. Houndmills, Basingstoke, Hampshire [England: Palgrave Macmillan, 2012. Print.

This book seeks to divide fashion into six principles that Godart reviewed in his PhD dissertation. The fifth principal is where my focus will be centralized. This principal inquires into the symbolization of fashion. It reflects on the power associated with a brand and the meaning it may portray in society.

Frederic Godart has a PhD in Sociology from Columbia University. The original premise of this book was to be the English translation of his first book, known as *Sociologie De La mode*. The response from the people he interviewed to his colleagues allowed Godart to make adjustments and updates for his English translation which he later decided to create an entirely new set of works. In his own words, he describes this book as a way to “Understand the underlying mechanisms of fashion – again, “unveil” its essential principles” (xii)

This material engages with my focus as I can make the comparison that if there is power in branding and society will react with how this industry tells them to dress then likewise this same industry should also be able to impact a socially positive change.

#### Work cited

"Benjamin R. Barber." *Benjamin R Barber*. N.p., n.d. Web. 21 Jan. 2013. <<http://benjaminbarber.org/>>.

Duffy, Neill. *Linkedin*. N.p., n.d. Web. 20 Jan. 2013.

"Nicolas Hayek." *Wikipedia*. Wikimedia Foundation, 12 Oct. 2012. Web. 20 Jan. 2013.

"Truthout." *Truthout*. Ed. Victoria Harper. N.p., n.d. Web. 21 Jan. 2013. <<http://truthout.org/>>.

