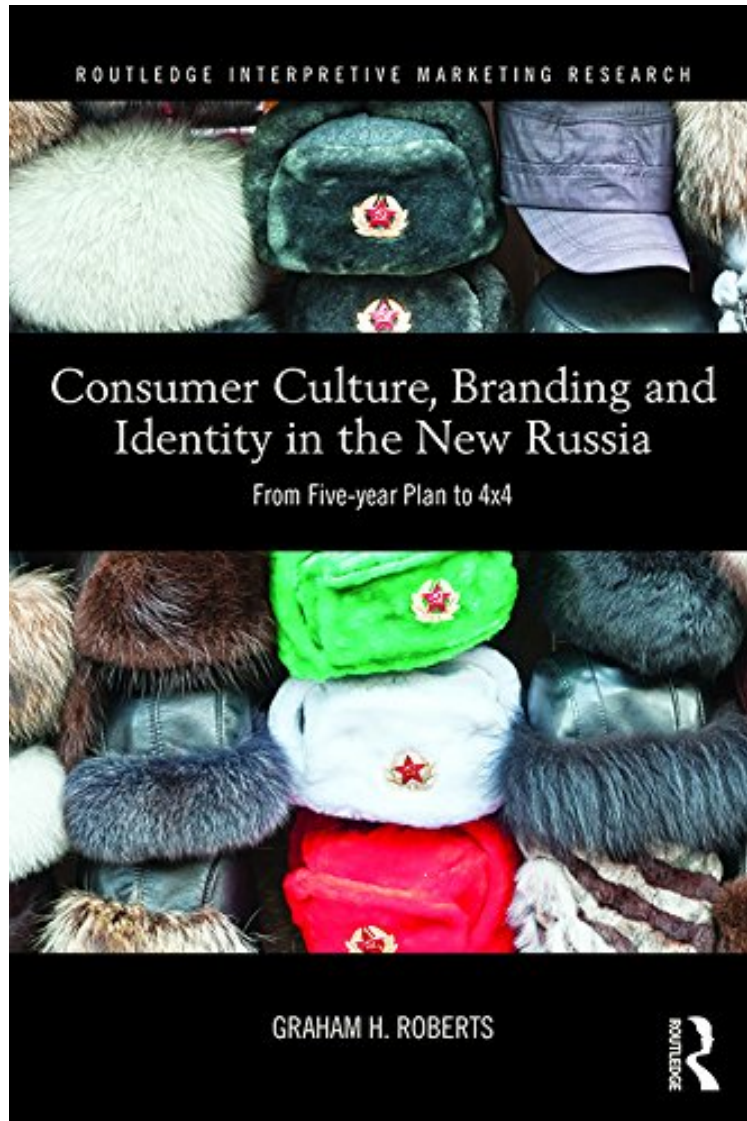


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Consumer Culture, Branding and Identity in the New Russia: From Five-year Plan to 4x4 (Routledge Interpretive Marketing Research)

Graham H.J. Roberts

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Graham H.J. Roberts : Consumer Culture, Branding and Identity in the New Russia: From Five-year Plan to 4x4 (Routledge Interpretive Marketing Research) before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer Culture, Branding and Identity in the New Russia: From Five-year Plan to 4x4 (Routledge Interpretive Marketing Research):

As shopping has been transformed from a chore into a major source of hedonistic pleasure, a specifically Russian consumer culture has begun to emerge that is unlike any other. This book examines the many different facets of consumption in today's Russia, including retailing, advertising and social networking. Throughout, emphasis is placed on the inherently visual - not to say spectacular - nature both of consumption generally, and of Russian consumer culture in particular. Particular attention is paid to the ways in which brands, both Russian and foreign, construct categories of identity in order to claim legitimacy for themselves. What emerges is a fascinating picture of how consumer culture is being reinvented in Russia today, in a society which has one, nostalgic eye turned towards the past, and the other, utopian eye, set firmly on the future. Borrowing concepts from both marketing and cultural studies, the approach throughout is interdisciplinary, and will be of considerable interest, to researchers, students and practitioners wishing to gain invaluable insights into one of the most lucrative, and exciting, of today's emerging markets.

'This book is a timely and stimulating addition to the international marketing and consumer behaviour cannon, highlighting sometimes quite spectacular aspects of accommodation, integration and contradiction across social, political and consumerist culture domains. For those who do not understand how business works in present-day Russia, this is where to start.' - Charles McIntyre, Senior Lecturer, Bournemouth University, UK 'Roberts' rigorous cultural and historical analysis provides a fascinating and unique insight into post-socialist Russian consumer culture. Laying particular emphasis on the political context in which that culture has emerged, this book will be essential reading for anyone seeking to understand Russia today.' - Philippe Odou, Professor, The University of Reims Champagne-Ardenne, France 'Offering rich descriptions and novel insights into the rapid development of consumerism in Russia, this book explores aspects of contemporary society in the process. The author provides a detailed, analytical perspective on the ways in which specific brands and retailers have rapidly become embedded within Russian culture.' - Helen Goworek, Lecturer, University of Leicester, UK About the Author Graham H. Roberts teaches Russian Studies and International Business at the University of Nanterre (Paris Ouest). He is a member of the CECILLE research centre at the University of Lille 3, and an associate member of the REGARDS research centre at the University of Reims Champagne-Ardenne