

# Visual Consumption - Jonathan E. Schroeder

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A key characteristic of the twenty-first century economy is 'the image'. Brand development is based on image, products advertised via images, and corporate image is critical for economic success. This book draws from art history, photography and visual studies to develop an interdisciplinary, image-based approach to understanding consumer behavior. Author: Schroeder, Jonathan E. Publisher: Routledge Illustration: N Language: ENG Title: Visual Consumption Pages: 00000 (Encrypted PDF) On Sale: 2005-04-30 SKU-13/ISBN: 9780415244244 Category: Business & Economics : Marketing - Research Category: Business & Economics : Economics - General

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