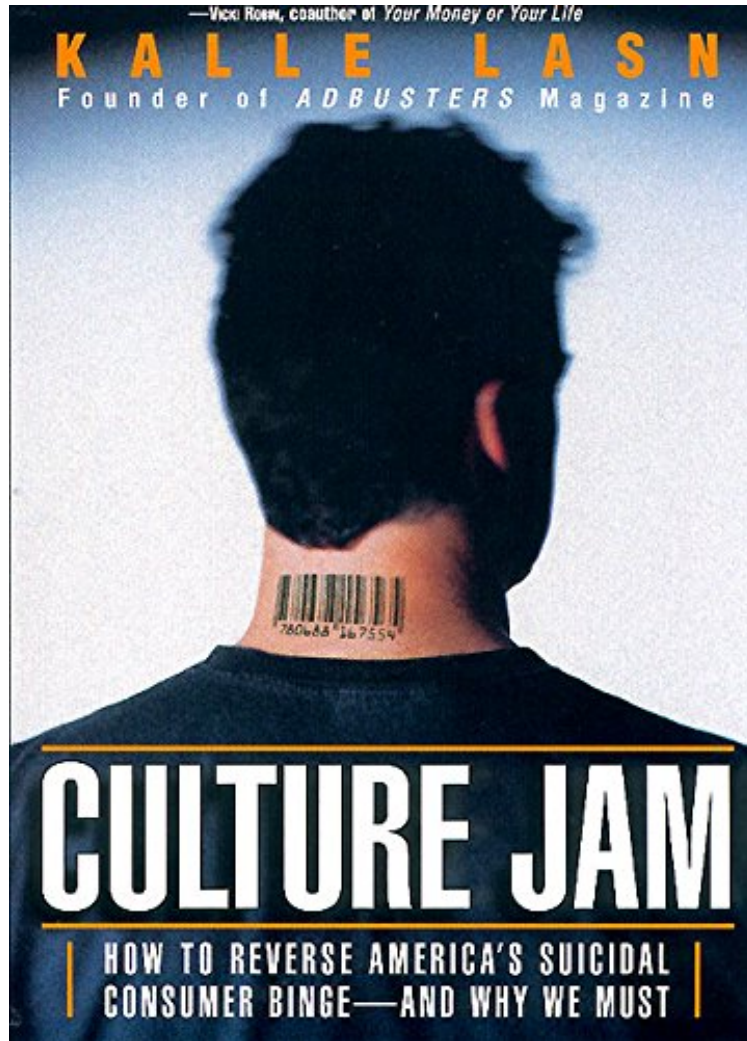


(Free pdf) Culture Jam: How to Reverse America's Suicidal Consumer Binge--And Why We Must

Culture Jam: How to Reverse America's Suicidal Consumer Binge--And Why We Must

Kalle Lasn

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Kalle Lasn : Culture Jam: How to Reverse America's Suicidal Consumer Binge--And Why We Must before purchasing it in order to gage whether or not it would be worth my time, and all praised Culture Jam: How to Reverse America's Suicidal Consumer Binge--And Why We Must:

3 of 3 people found the following review helpful. Condescending. By Talkie Toaster I totally get what this book is trying to do, and I agree with a lot of it. The tone of this book is condescending. Most of the book tells me what my experiences are and how much I love television and brands and so on. I'd rather read more research, real cases, and solutions than what I'm apparently doing and feeling and thinking. I feel like this is the book of an angsty young adult - complaining about everything, little real information, and silly-to-no solutions. It makes the actual valid points

seem invalid just by how it was written. Not worth reading unless you want to know how much of a corporate zombie you are. You deserve a smarter book that will encourage you, not put you down. 1 of 1 people found the following review helpful. Knowledge is power By Me This book, being printed in '99, is slightly outdated. It would have been a really informative read at the time, and it still holds a great deal of relevance. I do a lot of reading into conspiracy, metaphysical, and esoteric studies. That being said, much of the information here does not come as a shock to me. Yet I do believe anybody who may be questioning the legitimacy of the system and life in general should read this book. It allowed me to see some things from different angles. It inspires radical ways of creative living. It supplied me with aspects of history and culture that I had not considered. Overall it exercised and added to my ever growing and evolving consciousness. What more could I ask for? 20 of 0 people found the following review helpful. Actually provides ways to change things By Kindle Customer The main thing I like about this book is it doesn't just spew around all the injustices of the world but gives you concrete actions you can take to change them. I think many people can agree with the main argument of this book, that America TM is bull and we need to do something about it. But how does one fight a mega million corporations ??? He actually TELLS you and I for one feel empowered now

America is no longer a country but a multimillion-dollar brand, says Kalle Lasn and his fellow "culture jammers". The founder of Adbusters magazine, Lasn aims to stop the branding of America by changing the way information flows; the way institutions wield power; the way television stations are run; and the way the food, fashion, automobile, sports, music, and culture industries set agendas. With a courageous and compelling voice, Lasn deconstructs the advertising culture and our fixation on icons and brand names. And he shows how to organize resistance against the power trust that manages the brands by "uncooling" consumer items, by "dermarketing" fashions and celebrities, and by breaking the "media trance" of our TV-addicted age. A powerful manifesto by a leading media activist, Culture Jam lays the foundations for the most significant social movement of the early twenty-first century -- a movement that can change the world and the way we think and live.

"A brilliant and essential manual for our species." --David C. Korten, author of "The Post-Corporate World: Life After Capitalism" This is the culture jammer's call to reverse the suicidal consumer binges while there is still time." --George Gerbner, founder of the Cultural Environment Movement "Kalle Lasn is challenging the mental stranglehold of advertising culture." --Polly Ghazi, "Resurgence magazine About the Author Featured in the PBS documentary Affluenza, Kalle Lasn, whose documentaries have been broadcast on PBS, CBC, and around the world, has won 15 international awards, and has been profiled in Time. As publisher of Adbusters magazine and founder of Media Foundation and Powershift Advertising Agency, Lasn has launched social marketing campaigns like Buy Nothing Day and TV Turnoff Week. He and his wife, Masako Tominaga, make their home in Vancouver, Canada.