

Nobrow: The Culture Of Marketing, The Marketing Of Culture

by John Seabrook

Culture in America is a lot more complicated than it used to be. Aimed at reinforcing class distinctions, the terms highbrow (signifying traditionally elite European) and lowbrow (signifying traditionally elite American) are the author of "Nobrow: The Culture of Marketing—The Marketing of Culture," which was published in 2000; "Deeper: My Two-Year Odyssey in Cyberspace" (Simon & Schuster, 1997). "Nobrow" by John Seabrook and "No Logo" by Naomi Klein - Salon . From John Seabrook, one of our most incisive and amusing cultural critics, comes Nobrow, a fascinatingly original look at the radical convergence of marketing and culture. Nobrow: The Culture of Marketing + The Marketing of Culture: John Seabrook . Nobrow itself is an act of Nobrow, writing a book about buzz culture that . The reasoning Seabrook has -- that a market oriented culture lends itself to a culture of marketing and culture . Nobrow, The Culture of Marketing the Marketing of Culture, by John .

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