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photographic allegory,
pictorial metaphor,
advertising campaigns
and the huge semiotic
range exhibited by the
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for all students of
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Proposes that consumers

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shop for brand meanings, not just goods and services. Brands offer consumers intangible benefits such as symbolic relationship, a vicarious experience, and even a sense of identity. This semiotic dimension of brands, has more than academic interest for firms, since the breadth and depth of the meanings consumers

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marketing and semiotic literatures concerning how advertising multimodal textual elements may be transformed into brand associations, with an emphasis on rhetorical relata as modes of connectivity between a brand 's surface and depth grammar. The scope of this project is inter-disciplinary,

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spanning research areas
such as brand equity,
structuralist semiotics,
textual semiotics, visual
and film semiotics,
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proposed connectionist
model of the brand
trajectory of signification
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framework that encompasses a structuralist semiotic interpretative approach to the textual formation of brand equity, supported by quantitative content analysis with the aid of the software Atlas.ti and the application of multivariate mapping techniques.

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with real-life examples,
and shows readers how
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accounts for the deep

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structure communication

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addition to the key principles and methods of applied semiotics, it

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equity management,
design strategy, new
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and public policy
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and mapping cultural
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