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Semiotics is concerned with the signs and meanings that are attached to linguistic and non-linguistic things and events. As such it plays an increasingly important role within marketing as marketing is seen in terms of exchange relationships that entail psychological and social, as well as

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Beneath the Signs, the
Strategies written by
Jean-Marie Floch, with
a foreword by John

Sherry, translated by
Robin Orr Bodkin
reviewed by René
Algesheimer and

Marcus Dimpfel

Semiotics is the theory
of signs and meanings.

Semiotics teaches, what
signs are and explains,
why everything one

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understood results in
signs.

Semiotics, Marketing and Communication.

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Semiotics, or the study
of signs, plays an
increasingly important
role within marketing as
a guide to psychological
and social aspects of
communication. Jean-
Marie Floch provides an

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introduction to the
potential offered by a
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strategies. [Jean-Marie Floch] -- Semiotics are playing an increasingly important role within marketing. This book provides an introduction to the potential offered by a semiotic approach to a variety of marketing and communication ...

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Semiotics, the interpretation of signs and symbols, helps decipher those subconscious elements.

While it has plenty of lofty, academic associations, it has practical implications for marketers, too.

Semiotics can help:

Improve brand messaging;

Communicate desired

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meanings; Influence
consumers'
subconscious decision-
making.

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Floch ; with a foreword

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by John Sherry ;
translated by Robin Orr
Bodkin. ISBN:

033376014X Author:

Floch, Jean-Marie,
1947-2001 (Author)

Publisher: New York,
N.Y. : Palgrave, 2001.

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