Creating Value

The Theory and Practice of Marketing Semiotics Research

Laura R. Oswald
# CONTENTS

LIST OF FIGURES xiii
LIST OF TABLES xv

**Introduction** 1

1. Creating Value through Semiotics 14
2. Advertising Semiotics 35
3. Brand Metaphor 61
4. Servicescape Semiotics 88
5. Cultural Branding 115
6. Semiotic Ethnography 136

REFERENCES 165
INDEX 181