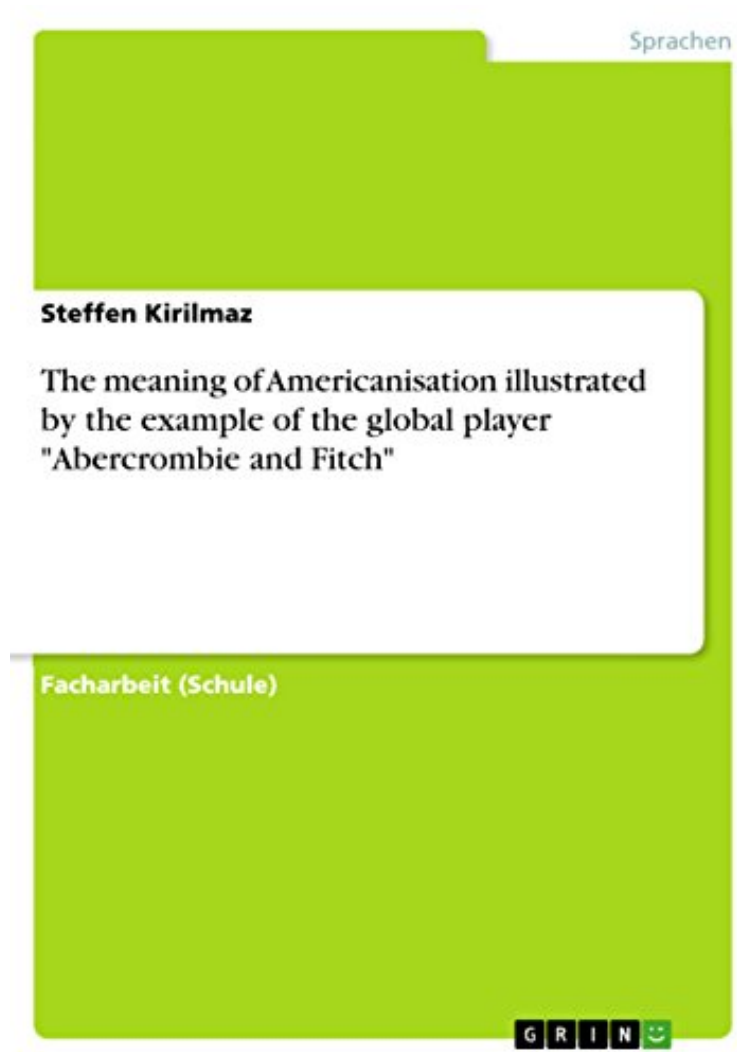


[Free and download] The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch"

The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch"

Von Steffen Kirilmaz

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Von Steffen Kirilmaz : The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch" before purchasing it in order to gage whether or not it would be worth my time, and all praised The meaning of Americanisation illustrated by the example of the global player "Abercrombie and Fitch":

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Abercrombie and Fitch enttarnt!Von EllenDiese gleichermassen ueberaus spannende wie kurzweilige Abhandlung gibt einen tiefen und gleichzeitig erschreckenden Einblick in die Marketingphilosophie dieser Firma. Sie zeigt auf mit

welchen Mechanismen die durchaus gleichzusetzen sind mit dem Stile eines Rattenfaengers, Jugendliche in eine banngleiche Begeisterung, um nicht zu sagen psychologische Abhaengigkeit gebracht werden. Gerade angesichts der Aktualitaet der Expansionsstrategie dieses Unternehmens nach Deutschland ein ueberaus zu empfehlendes, kritisches Werk.

KurzbeschreibungFacharbeit (Schule) aus dem Jahr 2011 im Fachbereich Englisch - Landeskunde, Note: 1, Geschwister-Scholl-Gymnasium Ldenscheid, Sprache: Deutsch, Abstract: Table of Contents

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Introduction "The illusion of America as a wonderland will continue as long as.....it's profitable to continue the illusion. At the point where the illusion becomes too expensive to maintain, they will just take down the scenery, they will move the tables and chairs out of the way, then they will pull back the curtains and you will see the brick wall at the back of the theatre." (Frank Zappa) 1 Frank Zappa used this phrase to show the capitalistic policy in America and its successful way in spreading out its mass culture all over the world. What is it, that fascinates so much that one wants to live the American way/dream? Wear the same things like Americans? BE like Americans? That is the question that I am nterested in and which I want to solve in my skilled work. I have been to the USA a few times and I have seen myself going through the process of being manipulated in a kind of way that convinced me of an America as a place seemingly with no boundaries where everything seems to be possible. Therefore I want to look behind the scenes of the idealisation of this country and show how it has changed during the last few decades. I will point out the development of Americanisation together with the connected changes of culture and society that follow. I will use the example of the global player and fashion brand Abercrombie and Fitch to illustrate this development and I will clarify how this company makes use of the position of America as a global role-model to successfully apply their marketing strategies.

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