Questions on Naomi Klein "New Branded World" and "Alt.everything"

1. What changed in the relationship between "goods" and "brands"?

2. How did brands develop historically?

3. What was the big deal about the Kraft purchase?

4. What why "Marlboro Friday" and why did it matter?

5. What was the difference between the brands that survived and those that did not?

6. How did brands become "corporate transcendence" or "a way of life"? What were some of the "new" model brands and what did they do differently?

7. What happened to advertisers' interest in the teen market? Why did they move away from it and how did they rediscover it?

8. What are cool hunters and why do they matter?

9. What was the big deal about Adidas and hip hop?

10. What did Tommy Hilfiger do that was particularly innovative?

11. Why is Klein so critical of irony and camp? Why is she unenthusiastic about concerns for "cooptation"?