A Summary of No Logo

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A Summary of No Logo by Naomi Klein

No logo is an enthralling book by Naomi Klein that analyzes the impact of super brands on the consumers. In particular, Naomi Klein states that most manufacturers focus on building the product's brand than making high-quality products. In other words, companies are focusing more on their reputation than what the consumers get in return. For that reason, Naomi Klein brings an argument about what is more important between the brands and the products.

According to Klein, most companies in the mid-1980s perceived the brand names to be more important than the products. Certainly, in the mid-1980s, there was a great shift in companies as they moved from manufacturing to producing brands. The movement to produce brands emanated from the management theorists that concocted seemingly innocuous ideas that corporations can only become successful by producing brand names, as opposed to producing products. During this time, most companies hired oversea manufacturers to make the products on their behalf, while they concentrate on creating the brand names. For instance, Klein states that Nike relied on the third-world labor to manufacturer its products, while the marketing department spent most of its time and resources in branding and advertising.

Essentially, *No Logo* gives Naomi Klein the opportunity to inform readers that branding and advertising are two different processes. However, advertising is part of producing brands. For instance, logo licensing and sponsorship are types of advertisements. In the second half of the nineteenth century, the companies had a lot of work to advertise newly invented products with the attempt to change the attitude of the consumers and how people lived. The innovation of new products including cars, radios, and phonographs amongst other required mass-marketing campaigns to inform potential customers about the release of these products in the market. The branding came into effect when the market became flooded with indistinguishable products.

Therefore, companies started to make brands to enable the consumers associate the manufacturers with their products easily. The branding process involved creating an image of a product by using specific brand-name version.

Naomi Klein argues that branding and advertising changed the attitude of consumers toward the products. The consumers also became deceived that the brand name was more important than the product. The families, institutions and schools started purchasing products by looking at their brands and how they are advertised on bulletin ads. Naomi Klein gives an example of Philip Morris who bought Kraft for $12.6 billion in 1988. This price was six times the price of the company as indicated on paper. Klein argues that the brand name “Kraft” made Philip Morris to purchase Kraft at such a high price.

In 1993, the branding begun to become ineffective. In other words, the consumers had become resistance to the brands and they started valuing the products more than the brands. For instance, on April 2, 1993, Marlboro made a sudden announcement about slashing the price of its cigarettes by 20 percent. Klein refers to this day as the “Marlboro Friday”. Marlboro made this announcement in the attempt to compete with other brands in the market. Marlboro was prestigious and its brand was well-known because it used billion dollars in advertising. However, the death of brands including Marlboro forced such prestigious companies to compete with no-name companies.

Finally, Naomi Klein discusses about the bounce back of some brands. Klein states that there were some brands that did not suffer the death of brands. Most of the brands that remained resilient are those that marketed their products over value. Some of these companies include the Body Shop, Disney, Apple, Nike, Starbucks, Calvin Klein and Levi’s. These companies relied on peer pressure and habits of the consumers as a marketing tool. According to Klein, these companies provide fast food, beers, sneakers, soft drinks, and chewing gum that have influence on the habits of the consumers. Therefore, the consumers are more likely to cling on a specific brand. In conclusion, *No Logo* urges the manufacturers to concentrate on the product, as opposed to focusing entirely on producing the brands. Additionally, Klein wants the consumers to understand the difference between the products and brands to help them make the best choice when purchasing products.