

Guerrilla Marketing Contrainsurgencia Y Capitalis

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<i>Guerrilla Marketing Contrainsurgencia Y Capitalis</i>	<i>2020-07-10</i>
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Conservation in Africa Routledge

This definitive reader brings together seminal articles on development in Latin America. Tracing the concepts and major debates surrounding the issue, the text focuses on development theory through three contrasting historical perspectives: imperialism, underdevelopment and dependency, and globalization. By offering a rich array of essays from Latin American Perspectives, the book allows students to sample all the important trends in the field. A new general introduction and conclusion, along with part introductions, contextualize each selection. One of the leading figures in development studies, Ronald Chilcote shows in this text why work on imperialism dating to the turn of the twentieth century informs the controversies on dependency and underdevelopment during the 1960s and 1970s as well as the globalization debates of the past decade. If students are to understand development in Latin America, they must not only be familiar with historical examples and recognize that various theoretical perspectives affect our interpretation of events, they must be willing to keep an open mind. Thus, rather than setting out established premises, this reader offers different points of view, raising provocative questions about Latin America that remain largely unanswered even today. Students will come away from this rewarding collection ready to pursue new understanding through critical inquiry and thinking.

Fogs and Smokes Routledge

La guerra de marcas es una realidad innegable y el libro Marketing de Guerrilla pormenoriza los esfuerzos que ha realizado el gobierno colombiano para transformar los combatientes guerrilleros de las FARC en ciudadanos consumidores. Alexander L. Fattal muestra cómo en Colombia el mercado se ha convertido en uno de los principales campos de batalla en el cual se libra la guerra contrainsurgente y se imaginan los futuros del postconflicto. Este multifacético estudio de caso presenta varios niveles de análisis, dando luces sobre un fenómeno más amplio, como es el de la convergencia del marketing y el militarismo en el siglo XXI. A partir de una visión global de la guerra de información, Marketing de Guerrilla combina la investigación de archivo con un exhaustivo trabajo de campo, no solo en el Ministerio de Defensa colombiano y con comunidades de exguerrilleros, sino también con exiliados políticos en Suecia y negociadores de paz en La Habana. A lo largo del texto, Fattal entrelaza hábilmente, las miradas sobre el moderno estado de vigilancia y control, los estudios de paz y conflicto y las intervenciones humanitarias, por una parte, con un examen crítico de las técnicas del marketing, la cultura del consumo y el capitalismo tardío, por la otra. El resultado es un poderoso análisis de la intersección del conflicto y el consumismo en un mundo donde la gobernanza está cada vez más estructurada por la ideología de marcas y por las guerras vendidas como intervenciones humanitarias Marketing de Guerrilla es un asombroso e inquietante análisis sobre la mediación del conflicto global, lleno de reveladores e inolvidables relatos etnográficos.

Transpacific Developments Duke University Press Books

An inside look at what it means to be pro-regime in Iran, and the debates around the future of the Islamic Republic. More than half of Iran's citizens were not alive at the time of the 1979 Revolution. Now entering its fifth decade in power, the Iranian regime faces the paradox of any successful revolution: how to transmit the commitments of its political project to the next generation. New media ventures supported by the Islamic Republic attempt to win the hearts and minds of younger Iranians. Yet members of this new generation--whether dissidents or fundamentalists--are increasingly skeptical of these efforts. Iran Reframed offers unprecedented access to those who wield power in Iran as they debate and define the future of the Republic. Over ten years, Narges Bajoghli met with men in Iran's Revolutionary Guard, Ansar Hezbollah, and Basij paramilitary organizations to investigate how their media producers developed strategies to court Iranian youth. Readers come to know these men--what the regime means to them and their anxieties about the future of their revolutionary project. Contestation over how to define the regime underlies all their efforts to communicate with the public. This book offers a multilayered story about what it means to be pro-regime in the Islamic Republic, challenging everything we think we know about Iran and revolution.

Situaciones artísticas latinoamericanas Editorial Universidad del Rosario

In 2004 and 2005 TEOR/tica developed a month-by-month conference program that included the participation of renowned historians, intellectuals, scholars, curators and art critics from all over Latin America and the Caribbean. The book is a compilation of 9 lectures given in 2004 on diverse aspects of visual art in Latin America.

Employment in Metropolitan Areas Transforming Capitalism

This volume presents an interdisciplinary analysis of the practice of disappearances in Mexico, from the period of the so-called 'dirty war' to the current crisis of disappearances associated with the country's 'war on drugs', during which more than 80,000 people have disappeared. The volume brings together contributions by distinguished scholars from Mexico, Argentina and Europe, who focus their chapters on four broad axes of enquiry. In Part I, chapters examine the phenomenon of disappearances in its historical and present-day forms, and the struggles for memory around the disappeared in Mexico with reference to Argentina. Part II addresses the political dimensions of disappearances, focusing on the specificities that this practice acquires in the context of the counterinsurgency struggle of the 1970s and the so-called 'war on drugs'. The third section situates the issue within the framework of human rights law, by examining the conceptual and legal aspects of disappearances. The final chapters explore the social

movement of the relatives of the disappeared, showing how their search for disappeared loved ones involves bodily and affective experiences as well as knowledge production. The volume thus aims to further our understanding of the crisis of disappearances in Mexico without, however, losing sight of the historic origins of the phenomenon.

Territories of Difference University of Toronto Press

When the U.S. military invaded Iraq, it lacked a common understanding of the problems inherent in counterinsurgency campaigns. It had neither studied them, nor developed doctrine and tactics to deal with them. It is fair to say that in 2003, most Army officers knew more about the U.S. Civil War than they did about counterinsurgency. The U.S. Army / Marine Corps Counterinsurgency Field Manual was written to fill that void. The result of unprecedented collaboration among top U.S. military experts, scholars, and practitioners in the field, the manual espouses an approach to combat that emphasizes constant adaptation and learning, the importance of decentralized decision-making, the need to understand local politics and customs, and the key role of intelligence in winning the support of the population. The manual also emphasizes the paradoxical and often counterintuitive nature of counterinsurgency operations: sometimes the more you protect your forces, the less secure you are; sometimes the more force you use, the less effective it is; sometimes doing nothing is the best reaction. An new introduction by Sarah Sewall, director of the Carr Center for Human Rights Policy at Harvard’s Kennedy School of Government, places the manual in critical and historical perspective, explaining the significance and potential impact of this revolutionary challenge to conventional U.S. military doctrine. An attempt by our military to redefine itself in the aftermath of 9/11 and the new world of international terrorism, The U.S. Army / Marine Corps Counterinsurgency Field Manual will play a vital role in American military campaigns for years to come. The University of Chicago Press will donate a portion of the proceeds from this book to the Fisher House Foundation, a private-public partnership that supports the families of America’s injured servicemen. To learn more about the Fisher House Foundation, visit www.fisherhouse.org.

Revolutionary Social Change in Colombia University of Chicago Press

For many years, kisses were the only sexual acts to be seen in mainstream American movies. Then, in the 1960s and 1970s, American cinema “grew up” in response to the sexual revolution, and movie audiences came to expect more knowledge about what happened between the sheets. In *Screening Sex*, the renowned film scholar Linda Williams investigates how sex acts have been represented on screen for more than a century and, just as important, how we have watched and experienced those representations. Whether examining the arch artistry of *Last Tango in Paris*, the on-screen orgasms of Jane Fonda, or the anal sex of two cowboys in *Brokeback Mountain*, Williams illuminates the forms of pleasure and vicarious knowledge derived from screening sex. Combining stories of her own coming of age as a moviegoer with film history, cultural history, and readings of significant films, Williams presents a fascinating history of the on-screen kiss, a look at the shift from adolescent kisses to more grown-up displays of sex, and a comparison of the “tasteful” Hollywood sexual interlude with sexuality as represented in *sexploitation*, *Blaxploitation*, and *avant-garde* films. She considers *Last Tango in Paris* and *Deep Throat*, two 1972 films unapologetically all about sex; In the *Realm of the Senses*, the only work of 1970s international cinema that combined hard-core sex with erotic art; and the sexual provocations of the mainstream movies *Blue Velvet* and *Brokeback Mountain*. She describes art films since the 1990s, in which the sex is aggressive, loveless, or alienated. Finally, Williams reflects on the experience of screening sex on small screens at home rather than on large screens in public. By understanding screening sex as both revelation and concealment, Williams has written the definitive study of sex at the movies. Linda Williams is Professor of Film Studies and Rhetoric at the University of California, Berkeley. Her books include *Porn Studies*, also published by Duke University Press; *Playing the Race Card: Melodramas of Black and White* from Uncle Tom to O. J. Simpson; *Viewing Positions: Ways of Seeing Film*; and *Hard Core: Power, Pleasure, and the “Frenzy of the Visible.”* A John Hope Franklin Center Book November 424 pages 129 illustrations 6x9 trim size ISBN 0-8223-0-8223-4285-5 paper, \$24.95 ISBN 0-8223-0-8223-4263-4 library cloth edition, \$89.95 ISBN 978-0-8223-4285-4 paper, \$24.95 ISBN 978-0-8223-4263-2 library cloth edition, \$89.95 [The Military Coup D'etat as a Political Process](#) Cambridge University Press

Santiago de Guatemala was the colonial capital and most important urban center of Spanish Central America from its establishment in 1541 until the earthquakes of 1773. Christopher H. Lutz traces the demographic and social history of the city during this period, focusing on the rise of groups of mixed descent. During these two centuries the city evolved from a segmented society of Indians, Spaniards, and African slaves to an increasingly mixed population as the formerly all-Indian barrios became home to a large intermediate group of ladinos. The history of the evolution of a multiethnic society in Santiago also sheds light on the present-day struggle of Guatemalan ladinos and Indians and the problems that continue to divide the country today.

Renewing Destruction University of Oklahoma Press

This book applies Revolution in Military Affairs theories to explain the various strategic victories and losses for assorted social forces in Colombia and Mexico. These countries form the ideal comparative case study of RMA, both from above by the state, and below by civil society.

[Ungoverned Territories](#) Rand Corporation

An insider's account of Colombia's guerrilla war

Guerrilla Marketing Springer

This volume examines the ways in which the socio-economic elites of the region have transformed and expanded the material bases of their power

from the inception of neo-liberal policies in the 1970s through to the so-called progressive 'pink tide' governments of the past two decades. The six case study chapters—on Chile, Brazil, Ecuador, Colombia, El Salvador, and Guatemala—variously explore how state policies and even United Nations peace-keeping missions have enhanced elite control of land and agricultural exports, banks and insurance companies, wholesale and import commerce, industrial activities, and alliances with foreign capital. Chapters also pay attention to the ways in which violence has been deployed to maintain elite power, and how international forces feed into sustaining historic and contemporary configurations of power.

[The Utopian Impulse in Latin America](#) Rowman & Littlefield

In *Territories of Difference*, Arturo Escobar, author of the widely debated book *Encountering Development*, analyzes the politics of difference enacted by specific place-based ethnic and environmental movements in the context of neoliberal globalization. His analysis is based on his many years of engagement with a group of Afro-Colombian activists of Colombia's Pacific rainforest region, the Proceso de Comunidades Negras (PCN). Escobar offers a detailed ethnographic account of PCN's visions, strategies, and practices, and he chronicles and analyzes the movement's struggles for autonomy, territory, justice, and cultural recognition. Yet he also does much more. Consistently emphasizing the value of local activist knowledge for both understanding and social action and drawing on multiple strands of critical scholarship, Escobar proposes new ways for scholars and activists to examine and apprehend the momentous, complex processes engulfing regions such as the Colombian Pacific today. Escobar illuminates many interrelated dynamics, including the Colombian government's policies of development and pluralism that created conditions for the emergence of black and indigenous social movements and those movements' efforts to steer the region in particular directions. He examines attempts by capitalists to appropriate the rainforest and extract resources, by developers to set the region on the path of modernist progress, and by biologists and others to defend this incredibly rich biodiversity "hot-spot" from the most predatory activities of capitalists and developers. He also looks at the attempts of academics, activists, and intellectuals to understand all of these complicated processes. *Territories of Difference* is Escobar's effort to think with Afro-Colombian intellectual-activists who aim to move beyond the limits of Eurocentric paradigms as they confront the ravages of neoliberal globalization and seek to defend their place-based cultures and territories.

How We Advertised America Duke University Press

The major conflicts between the Global North and the South can be expected to result from the confrontation of alternative conceptions of democracy, mainly between liberal or representative democracy and participatory democracy. The hegemonic model of democracy, while prevailing on a global scale, guarantees no more than low-intensity democracy. In recent times, participatory democracy has exhibited a new dynamic, engaging mainly subaltern communities and social groups that fight against social exclusion and the suppression of citizenship. In this collection of reports from the Global South—India, South Africa, Mozambique, Colombia, and Brazil—De Sousa Santos and his colleagues show how, in some cases, the deepening of democracy results from the development of dual forms of participatory and representative democracy, and points to the emergence of transnational networks of participatory democracy initiatives. Such networks pave one of the ways to the reinvention of social emancipation. This is volume 1 of the *Reinventing Social Emancipation* project, edited by Boaventura de Sousa Santos.

[Making Health Public](#) Metropolitan Books

B. Curtis Eaton is one of Canada's leading microeconomists. As an applied economic theorist, Eaton has contributed greatly to industrial organization literature and has also worked in labour economics, economic geography, and organizational theory. The essays in this volume, by former students and present and former colleagues, call attention to the path-breaking work of Professor Eaton. The first two chapters provide a short overview of Eaton's research contributions and argue that his work laid the foundation for important research programs across the country. The remaining chapters, including an unpublished paper by Eaton himself, consist of original work that can be divided into the three broad categories of industrial organization and spatial competition, trade and productivity, and social interaction. Not only a collection of laudatory essays, *Industrial Organization, Trade, and Social Interaction* presents cutting edge research by leading scholars.

[Screening Sex](#) Springer

This book tells the story of the Peace Community of San José de Apartadó, an emblematic grassroots social movement of peasant farmers, who unusually declared themselves 'neutral' to Colombia's internal armed conflict, in the north-west region of Urabá. It reveals two core narratives in the Community's collective identity, which Burnyeat calls the 'radical' and the 'organic' narratives. These refer to the historically-constituted interpretative frameworks according to which they perceive respectively the Colombian state, and their relationship with their natural and social

environments. Together, these two narratives form an 'Alternative Community' collective identity, comprising a distinctive conception of grassroots peace-building. This study, centered on the Community's socio-economic cacao-farming project, offers an innovative way of approaching victims' organizations and social movements through critical, post-modern politics and anthropology. It will become essential reading to Latin American ethnographers and historians, and all interested in conflict resolution and transitional justice. Read the author's blog drawing on the book here:

<http://blogs.lse.ac.uk/latamcaribbean/2018/06/07/colombias-unsung-heroes/>

[Argentine Cinema and National Identity \(1966-1976\)](#) Interlink Books

This book examines the relationship between media and medicine, considering the fundamental role of news coverage in constructing wider cultural understandings of health and disease. The authors advance the notion of 'biomediatization' and demonstrate how health knowledge is co-produced through connections between dispersed sites and forms of expertise. The chapters offer an innovative combination of media content analysis and ethnographic data on the production and circulation of health news, drawing on work with journalists, clinicians, health officials, medical researchers, marketers, and audiences. The volume provides students and scholars with unique insight into the significance and complexity of what health news does and how it is created.

[Selling US Wars](#) Cambridge University Press

Art matters. It affects us in our daily lives and is full of meanings that are valuable to all of us. As a catalyst for social interactions, art may either cause public conflict and create dissensions or facilitate mutual understanding and strengthen collective bonds. All of this is grounded in practices that develop and change along social interaction, cultural dynamics, as well as technological and economic lines. So how is art formed and produced? What are the relevant constraints and challenges that artists experience in the creative process? And what constitutes artistic agency? This collection of contributions from international, interdisciplinary experts explores particular case studies to deeply analyse artistic practices. Comprising eleven chapters relating to different art forms, each chapter offers an original perspective conveying a comprehensive understanding of artistic practices as arrays of specific activities in contemporary art worlds. This book will be important for both researchers and practitioners in the field. It will help artists to deepen their analytical abilities, enabling them to further their own creative practice. It will allow students and researchers to gain insights into processes of artistic creation and thus into the reproduction of art, as well as innovation in the arts.

[Social Forces and the Revolution in Military Affairs](#) Duke University Press

The *Migrant Image* offers a sophisticated analysis of how refugee and exiled artists imagine a globalized world where borders are shifting, populations are forcibly removed from their homelands, and the gap separating the rich from the poor is growing.

Dominant Elites in Latin America Stanford Studies in Middle East

This edited collection explores how contemporary Latin American cinema has dealt with and represented issues of human rights, moving beyond many of the recurring topics for Latin American films. Through diverse interdisciplinary theoretical and methodological approaches, and analyses of different audiovisual media from fictional and documentary films to digitally-distributed activist films, the contributions discuss the theme of human rights in cinema in connection to various topics and concepts. Chapters in the volume explore the prison system, state violence, the Mexican dirty war, the Chilean dictatorship, debt, transnational finance, indigenous rights, social movement, urban occupation, the right to housing, intersectionality, LGBT and women's rights in the context of a number of Latin American countries. By so doing, it assesses the long overdue relation between cinema and human rights in the region, thus opening new avenues to aid the understanding of cinema's role in social transformation.

The Europeanization of National Foreign Policies Towards Latin America Cornell University Press

This book provides a new inter-disciplinary look at the practice and policies of conservation in Africa. Bringing together social scientists, anthropologists and historians with biologists for the first time, the book sheds some light on the previously neglected but critically important social aspects of conservation thinking. To date conservation has been very much the domain of the biologist, but the current ecological crisis in Africa and the failure of orthodox conservation policies demand a radical new appraisal of conventional practices. This new approach to conservation, the book argues, cannot deal simply with the survival of species and habitats, for the future of African wildlife is intimately tied to the future of African rural communities. Conservation must form an integral part of future policies for human development. The book emphasises this urgent need for a complementary rather than a competitive approach. It covers a wide range of topics important to this new approach, from wildlife management to soil conservation and from the Cape in the nineteenth century to Ethiopia in the 1980s. It is essential reading for all those concerned about people and conservation in Africa.