Index

A
acceptance 9, 61, 89, 214, 216, 297, 451, 482-483, 486-487, 489-490, 492-495, 502, 580
Advergames 440, 482-488, 490-495, 502
Advertainment 440-445, 449-455, 459-460, 523
Art Festival 362, 370
Art Marketing 374, 380, 388
Audience Fragmentation 440, 469, 557
Award Show 206-207, 211-213, 217, 223

B
BCCI 91, 94, 98, 103
Belonging-Marks 558, 562-563, 572-574, 576
Bollywood 89-90, 92-99, 103, 226, 228, 230, 232
Bounded Rationality 23, 38
Brand Community 468-469, 481
Branded Entertainment 440-441, 443, 445, 448-449, 453, 469-471, 482-483, 502
Branded Placement 460

C
Catharsis 4, 6, 279-283, 291-292, 294
Cheer Girls 90, 96, 98, 103
Cinema 5, 65, 72-74, 89, 123, 125, 147, 149, 155, 185, 187, 190-192, 194, 204, 225-227, 229-241, 244-246, 251-253, 263-270, 272-273, 276, 302, 373, 380, 382-384, 443, 448, 459-460, 487, 584
Co-Branding 470-473, 475, 481
Commensality 42, 56
Commodification 8, 57-58, 62-63, 66-68, 71, 183, 202, 464
Consumer Buying Behaviour 396, 399, 419
Consumer Co-Creation 245-246, 248-252, 256-257, 263
Consumer Culture 8, 105, 314, 316, 380, 464, 467-468, 524-525, 534, 536, 540
Consumers-Centric Innovation 263
Contemporary Art Museum 372, 374-376, 379-380, 382, 384, 388
Content Analysis 122, 213-214, 421-422, 430, 439, 472, 510, 520
Conventional Games 585, 588-590, 594
Creative Cities 388
Creative Tourism 43-45, 51, 56
Cristal Apple Advertising Competition 503-504, 510-512, 520
Critical Readings 579, 582, 587, 590, 594
Crowdsourcing 246, 263
CSA 147, 160
Cultural Capital 40, 42, 46, 56
Cultural Tourism 44, 56
Cultural Values 167, 299-300, 312, 467
Culture Industry 1-2, 8-9, 11, 14, 19, 73, 77, 79, 183
Customer Behavior 370
Customer Value 318-319, 325, 331

D
Daytime Programs 163, 167-168, 171-175, 177, 181
Delocalization 229, 232, 244
Desensitization 294
Digital Games 125, 579, 582, 584-585, 594
Digital Product Placement 452, 454, 460
Digital Terrestrial Television 145, 147, 153-154, 157, 160
Digital Video Recorder 549, 557

E
Eatertainment 332, 337-345, 349
Edutainment 322, 337, 373-374, 381, 383, 388
Emotional Benefits 323, 370
Index

Experience Consumption 316, 331
Experience Dimensions 331
Experience Economy 25, 35, 41, 43, 45-46, 56, 314-315, 325, 331
Experience Marketing 314-320, 324-325, 331

F
Food Tourism 39-41, 43-49, 51, 56
Framed Reality 58, 71

G
Generation Y 29, 31, 578-581, 584-585, 588-589, 594
Glocalisation 210, 218, 224
Goal Oriented Marketing Tactics 305, 313

H
Historical Epic Film 270, 276
Holistic Approach 305, 313, 366
Humor 150, 155, 444, 503, 505-514, 520
Hybrid Messages 484, 494, 502
Hyperindividuality 561, 577
Hypermediation 558, 577

I
ICTs 46-47, 56
Interactive Documentary 548, 557
Interactive Value Creation 248, 263
Internet Gaming 419
IPL 90-91, 93-99, 103
Irrationality of Rationality 38

L
Lateral Thinking 332-334, 337-338, 341-342, 344-345, 349
Le Grand Journal 151, 160
Lifestyle Journalism 127, 464-465, 481

M
Machismo 281, 285-287, 294
Magnificent Century 182, 185-193, 195-196, 202
Mainstream Journalism 144
Marketing Communication 364, 389-391, 397-398, 403-405, 408-411, 419, 470, 472, 483-485, 520
McDonaldization 38
Media Contents Based Entertainment 144
Media Convergence 241, 545-546, 552-553, 557
Media Ecology 561, 577
Mediated Memory 202
Museum Marketing Strategies 379, 388

N
National Identity 46, 182, 193-194, 196, 202
Neo-Ottomanism 193-194, 196, 202
Networked Individuality 558, 577
Newspaper Supplement 144
Nostalgia 185, 189, 194-196, 202, 322

O
Online Gambling 389-391, 394-395, 397-399, 403-404, 407-410, 419
Open Innovation 246-248, 256, 263
Opinion Journalism 144
Out of Home Advertising 534, 540

P
Para-Social Relationship 98, 103
Peopolisation 151, 160
Peplum Film 276
Performing Arts 351-354, 357, 362-364, 366-367, 370
Pharmakon 281, 283-284, 291, 293-294
Plaza Journalism 127, 144
Political (Man or Woman) 160
Index

Popular Turkish Cinema 264-265, 276
Post-Fordism 38
Post-Industrial Society 38
Post-Modernity 21-23, 38
Press Enterprises 105-107, 109-111, 113, 117-118, 121
Product Category 301, 509, 520
Production Networks 235, 244
Protestant Work Ethic 203-204, 213-218, 224
Pseudo-spirituality 66-68, 71
Public Relations 195, 207, 309, 352, 378, 421-422, 426-436, 439, 475, 529

Q

Qualitative Research 117, 389, 419, 471, 582

R

Real Money Gambling 389-392, 394-395, 397-405, 408, 410-411, 419
Recreation 74-75, 149, 153, 157, 212, 300, 332, 336, 338, 349, 371-373, 384, 546, 574
Retail Environments 314-315, 317, 320, 324, 331, 542-543
Retailing 325, 332-333, 337-338, 340-341, 345, 349
Road Show 276
Roles of Public Relations Practitioners 439

S

Scan Subculture 559, 561-562, 564, 572-573, 577
Second Screen 551, 557
Sensory Marketing 331
SNGL’s Motivations 594
Social Gambling 389-392, 394, 396, 399, 401, 403-404, 407-411, 419
Social Network Games 578-579, 594
Spectacle 76, 96-97, 151, 153, 182-183, 185, 196, 205-207, 210, 212, 224, 266-267, 270, 276, 281
Spirituality 57, 62-64, 66-68, 71
Sponsorship 76, 81, 91, 93, 167, 207, 302, 309, 353, 370, 382, 403, 443, 454, 485
Sport 24, 42, 73, 75-77, 79-81, 83-85, 88, 90-95, 99, 147-149, 160, 205, 212, 301, 303, 408, 485, 524
Sports Industry 75, 80, 84-85, 88
Spot-Fixing 98, 103
Super Bowl 72, 80, 82-85, 88, 444, 453
Support Media 370
Surveillance 7, 10-11, 20, 228, 461, 543

T

Tabloidisation 167, 181
Temporary Workers 233-234, 244
The Filmic Factory 225, 244
Themed Environment 338, 345, 349
Theories of Humor 505-506, 512, 520
Twenty 20 Cricket (T20) 103

U

Urban Aesthetics 526, 528-529, 540
Urban Culture 521, 526, 529-532, 534, 536-537, 540
User Acceptance 502
User-Generated Cinema 245-246, 252-253, 263
Uses and Gratifications Aspect 594

V

Violence 4, 11, 15, 75, 127, 170, 278-285, 287-290, 292-294
Virtual Brand Community 468-469, 481
Virtual Reality 20, 22
Visual Pollution 523, 530, 533, 536-537, 540

W

Women’s Programs 169, 177, 181
Work Markets 225-226, 231, 233, 244