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Repetto, Ladurée, Nike, Oasis, **les marques sont bien plus que des agents économiques : ce sont des agents culturels.** Leur pouvoir dépend de leur influence, de leur capacité à saisir, à refléter ou à transformer la culture dans laquelle elles vivent. Cette dimension ne cesse de gagner en importance et s'impose comme un pilier de la création de valeur durable, dans une économie où l'enjeu est de produire du sens.

Prolongement de Brand content (2009), ce livre explore le phénomène de la culture de marque ou brand culture. Cette 2e édition, entièrement revue et actualisée, propose de nombreux cas concrets et témoignages.

Le philosophe et sémiologue Raphaël Lellouche y développe une nouvelle théorie de la marque, appliquant les notions d'auto-contrainte, de performativité et de médialité à l'univers du marketing.

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