

## BOOK REVIEW

“No Logo” by Naomi Klein

In her book ‘No Logo’ (definitely worth reading) the Canadian journalist Naomi Klein gives a detailed picture of the rise of the so-called *superbrands*, or “logo’s”, during the 1990s. These refer to companies such as Nike who mainly concentrate on brand-name advertising. In her book Klein discusses a number of characteristics of this development, such as the limited public (cultural) space resulting from the ubiquitous brand-name and the move from fixed to short-term labour contracts for employees. The strong emphasis on the advertisement of the *superbrands* has also led to the actual production of goods being contracted out to countries where wages are low. Klein gives attention to the so-called ‘free-trade zones’ which are found in countries like Indonesia, China and the Philippines. Klein describes in great detail that in these zones, protected from the local economy, the employees’ rights can be ignored. The ever increasing power of the *superbrands* and the accompanying harrowing effects have led to many kinds of protest, something that is clearly highlighted in Klein’s book. Klein indicates there a power struggle between companies and the public domain. In the meantime the business world has taken on board the so-called “codes of conduct”. Klein is extremely sceptical about these “codes”. She maintains that even the strictest “code of conduct” cannot replace rules imposed by a third party which a company is expected to keep to.

With reference to:

“No Logo”, Naomi Klein, Flamingo, 2000

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