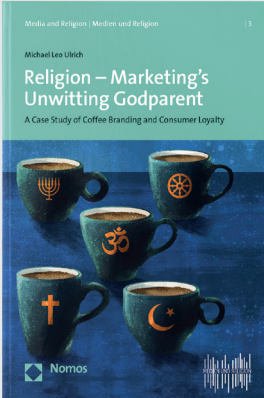


Media and Religion

Edited by Dr. Anna-Katharina Höpflinger, Prof. Dr. Stefanie Knauss,
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Religion – Marketing's Unwitting Godparent

A Case Study of Coffee Branding and Consumer Loyalty

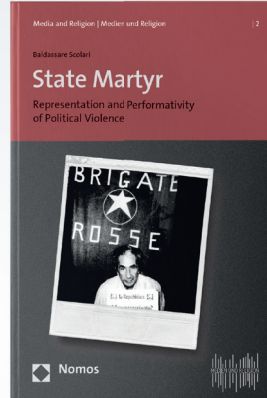
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The politician Aldo Moro was abducted and killed in 1978 by the terrorist organisation the Red Brigades. The media then stylised Moro as a 'state martyr'. This volume deals with the highly topical question concerning the performativity of this concept in the tension between democratic states and terrorism.