

Notes

Introduction: An Opening

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3 Value Creation and the Inner Mystic Dancer

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4 On Valuing Mystical Dance Experiences

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5 The Power of Dance in Cyberity

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 34. Brand-related stimuli include the following:
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2. Shapes: Robert W. Veryzer and J. Wesley Hutchinson, "The Influence of Unity and Prototypicality on Aesthetic Responses to New Product Designs," *Journal of Consumer Research* 24 (March 1998): 374–394.
3. Background design elements: Naomi Mandel and Eric J. Johnson, "When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices," *Journal of Consumer Research* 29 (September 2002): 235–245.
4. Slogans, mascots, and brand characters: Kevin L. Keller, "Memory Factors in Advertising: The Effects of Advertising Retrieval Cues on Brand Evaluations," *Journal of Consumer Research* 14 (December 1987): 316–333.
35. Generous funding from the William and Flora Hewlett Foundation supported this research and I thank Kirk Lesh for assistance with the statistical analyses.
36. For 10 of them, means (M) on a unidirectional Likert scale, with responses ranging from strongly agree to strongly disagree on a 7-point scale, were below my threshold criteria of 3.0 for my proposition that the participants were not connected to dance.
37. Obermiller and Spangenberg, "Development of a Scale to Measure Skepticism," 164, 167.
38. To maintain consistency with Edell and Burke's "The Power of Feelings in Understanding Advertising Effects" survey design, in my survey instrument the written instructions for the participants were, "I would like you to tell us how the ad you just saw made you feel. I am interested in your reaction to the ad, not how you would describe it. Please tell us how much you felt each of these feelings on a scale of 1 to 5 with 5 being strongly, and 1 being not at all."
39. Significance at $p < 0.05$.
40. In this analysis, the VRP (Schlinger, "A Profile of Responses to Commercials"; Stout and Rust, "Emotional Feelings and Evaluative Dimensions of Advertising"; Bearden, Netemeyer, and Haws, *Handbook of Marketing Scales*) constructs measure how people feel about a commercial for 7 facets resulting in 31 measures, using a 7-point Likert scale, with 7 being "strongly disagree."
41. Brakus, Schmitt, and Zarantello, "Brand Experience."
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Conclusion A Continuing Passage

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Index

- 2 Samuel 6:16, 89
2 Samuel 6:20, 89
- Absolute Unitary Being, 36,
73, 88, 88
Absolute Unitary Being,
states of, 73
Acts of John, 87–8
Adams, Doug, 76, 93, 94
Adorno, Theodor, 103
Advertising, as communicating
religious texts, 96
Aesthetic attitude, 61
Aesthetic experience, 71
Aesthetic religious continuum, 74
Aesthetic value and taste, 62
Aesthetics, destabilized, 63, 79, 81
Aesthetics, Dionysian, 35
Aesthetics. *See* chapter 3
African spirituality, 48
Alcroft, Linda Martin, 44
Anticonsumption, 141
Apollonian aesthetics, 74, 78
Apostolos-Cappadona, Diane, 93
Ark of the Covenant, 88
Arnold, Matthew, 64
Art and religion, 76
Automobile industry, 23
Awe, 66–7
- Being, 42, 68
as a continuum, 69
as Immanent and transcendental, 66
as Inner Mystic Dancer, 68
- Bible, and dance consumption,
86–7
Black Social Dance
as a hegemonic mechanism, 53
and identity carriage, 45
as a reflection of Other, 104
as socialized movement, 96
spiritual aspects, 43
in television ads, theory of, 113
Black theodance as ultimate
signifier, 83
Bourdieu, Pierre, 80
Brand related stimuli, 164–5n34
Bricolage, 97
Business and spirituality, 15
Business as a calling, 17
- Cartesian dualism, 48
Communal dancing, 94
as equalizing of individuals, 94–5
Connectedness, 114
Consumer experiences with
brands, 116
Consumption and disillusionment,
22–3
Consumption and worship, 90
Continuum of religious
experience, 67
Costa, Janeen, 25
Cultural meaning, 64
and theodanceology, 65
Culturepreneurial world, 81
Cyberity, location and dance,
79, 135

- Cyberity defined, 135
 Cyberity, dance in, 100
- Dance
 as aesthetic experience, 70
 as cultural artifact, 98
 as earliest human art form, 86
 and consumption relationships,
 125, Figure 5.1
 and consumption research, 145.
See also chapter 5
 as a facilitator of value, 82
 and male inclusiveness, 126
 as primitive and sophisticated, 95
 as prophetic, 77
 as spiritual and existential, 21
 and relationship to spirituality, 35
 and self actualization needs, 21
 as subaltern perspective, 39
 and subjective knowledge, 97
 as a valorizer of consumption,
 100
 and worship, consumption
 expectations, 91
- Dance and music intertwined, 99
 Dance consumption, 14
 Dance defined, 37–8
 Dance, masculinization of, 98–9
 Dance, religious orders, 92
 Dance, what people get from it, 98
 Dancing as self expression, xii
 De Medici, Catherine, 93
 Decolonialization, 46
 Destabilization of aesthetics, 127
 Diocean Decrees of 1585 and 1601
 and punishing dancing, 93
 Dionysian aesthetics, 109
 Dionysian affect, 73, 78
 Du Toit, Cornel, 35, 48
 Duncan, Isadora, 32
 Dussel, Enrique, 44
 Dylan, Bob, xi
- Embodied knowledge and
 embodiment, anthropological
 views, 101
 Emotive symbolic experience, 81
- Error-infused devaluation of dance,
 97
 Ethical consumption, 133
- Feelings, in advertising, 116
 Freedom, 55
 and womanist transmodern
 perspective, 137
- Gestalts, 80
 Gnostic round dance, 35
 Gonzalez de Allen, Gertrude, 45
 Graeber, David, 63
 Graham, Martha, 91
 Great Recession, The, 18
 Grosfogel, Ramon, 54
 Group dancing. *See communal
 dancing*
- Hagendorn, Katherine, 31
 Headlam, Stewart, 93
 Hierarchy of needs, 18–20
 and consumption, 55
 Humphrey, Doris, 92
 Hymn of Jesus, The, 87
- Inner Mystic Dancer, 69, 133
 Womanist transmodern call to, 139
 Interdenominational Church of San
 Francisco, 91
- Jacob's Pillow, 92
 Jesus and dance, 87
 Jesus as a womanist, 88
- Kant, Immanuel, 80
 Kardashian, Kim, xiii
 King David, 89, 94
 King Herod, 94
- Linguistics, structural, 82
 Luke 15:25, 90
 Luke 6:32, 87
 Luke 7:31–4, 94
- Market evaluation from a
 transmodern perspective, 132

- Market segments, 24
 Marking services, 25
 Martin, F. David, 42, 63, 65
 Maslow, Abraham, 18
 Maslow's Hierarchy of Needs, 130
 Matthew 11:16–17, 90
 Media, defined, 47
 Mignolo, Walter, 54
 Mythological imagination, 56

 Nagel, Thomas, 99
 Negative externalities, 129
 Neotribal consumption and dance, 111
 New Testament, 86

 Ontical reality, 68
 Ontical slavery, 72

Percepta, 72
 Political forces acting on dance, 96
 Prodigal Son and dance, 90
 Prophetic dance, 93
 Psalm 150:4, 88
 Psalm 30:11, 90

 Rave dance, 111
 Red Sea, The, 90
 Religion and capitalism, 15
 Religious style and subjects,
 categorizations of, 76
 Resource allocation and human
 value, 46
 Rock, Judith, 76
 Ronstadt, Linda, xi
 Royce Anya Peterson, 86, 101

 Sabbath Keeping and dancing, 94
 Sacred Dance Guild, 91
 Salsa dance, 109
 Schroeder, Jonathan, xiv
 Shawn, Ted, 91
 Skepticism, in advertising, 114
 Skousgaard, Heather, 34, 134
 Sly and the Family Stone, xii
 Social dance and feeling fulfilled, 34
 Spencer, Jon Michael, 42
 Spiritual religious, discussion of, 14
 Spirituality and self, 15
 Spirituality, defined as mystical, 30
 St. Denis, Ruth, 91

 Taussig, Hal, 95
 Taylor, Margaret, 92
 Techno-spirituality, 74
 The Beatitudes, 87
 Theodance and power, 100
 Theodance in consumption, 66
 Theodance, 97
 Theodance, defined, 57
 Theodance, value of assets in, 82
 Theodanceecology defined, 57, 134
 Theodanceecology, xiii
 Thompson, William Irwin, 30, 35
 Tillich, Paul, 18, 63, 75
 Transmodern self-actualization, 56

 Ultimate concern, 75
 Ultimate reality, 98

 Value, anthropological
 theory of, 82
 van Lawick-Goodall, Jane, 35

 Walker, Alice, 48
 Well-being and consumers, 130
 Wollstonecraft, Mary, 63
 Womanist idea and
 self-actualization, 137
 Womanist idea, three
 aspects of, 49
 Womanist ideology, 133
 Womanist transmodern market
 framing, 134
 Womanist transmodern market
 implementation strategies,
 139
 Womanist transmodern
 theodanceecology
 transformative consumption
 research, 145
 Womanist transmodern triad of
 concern, 50

 Young, Neil, xi