



Max Barry

not just a pretty face

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Welcome to the *Max Barry Author Collection!*

<p><u>Identity</u></p> <p>Awareness of Self Individuality Privacy Self-esteem Social identity</p>	<p><u>Marketing</u></p> <p>Alliance Augmented Behavioral Black Hat Brand</p>	<p><u>Capitalism</u></p> <p>Conflict Theory Consumerism Free-Market Capitalism Game Theory Regulation of</p>
<p><u>Culture</u></p> <p>Artifacts of Culture Counter-culture Globalism Inequality Popular Culture</p>	<p><u>Politics</u></p> <p>Bureaucracy Global politics Justification of the State Political Law Political theory</p>	<p><u>Corporatism</u></p> <p>Globalization Corporate Identity Managerialism Surveillance Solidarism</p>
<p><u>Socialization</u></p> <p>Dis-organizational Group Organizational Process of Re-socialization</p>	<p><u>Power</u></p> <p>Coercive Expert Legitimacy Referent Reward</p>	<p><u>Language</u></p> <p><u>Biotechnology</u></p>

The What Now?

The *Author Collection* family of indexes are devoted resources built to connect you to specific text works - books and blogs - of select authors.

In the *Max Barry Author Collection*, you will find such works from **Max Barry**, an Australian author known for his novels, one of which was recently made into a major-motion picture.

You can begin your exploration of his work by selecting any of the topics to the left: click each topic to see more detailed subjects within it.

You can also [browse the subjects in more detail.](#)

If you already have an idea what you're looking for, you can [search](#) the record (in the search bar above) or use the [advanced search](#) feature for a more controlled exploration.

Note:



Size of block reflects the amount of content available within that topic.



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About the Collection..

The *Max Barry Author Collection* is devoted to the books and blogs of Australian author [Max Barry](#). Barry's work deals primarily with ideas around Social Theory, often described as "how societies change and develop, about methods of explaining social behavior, about power and social structure, gender and ethnicity, modernity and 'civilization', revolutions and utopias" (for more information see: [Harrington, 2005](#)).

The index is thus organized around the primary topics that occur in Barry's work, and is built to make access to these texts easier. Not only does the *Author Collection* support [full-text search](#), it offers [graphic representations](#) of the collection's contents to increase browsing speed, as well as a robust [advanced search](#) that allows you greater control over your search results.

The *Max Barry Author Collection* is built using [Simplified Dublin Core](#); a powerful organizational standard for documents. [Explore Dublin Core Records](#) and learn more about what this XML standard can do for you or your organization [here](#).

Where Should I Start..

We recommend [browsing by subject](#) if you are new to Barry's work. This interface will allow you to see what topics may interest you and what the collection has the most to offer. [Browse A-Z](#) for a less graphics-heavy experience.

If you are looking for something specific, try [search](#) or [advanced search](#) - these tools will allow you the most control.

If you cannot find anything relevant, or if you encounter any technical issues with the website itself, please send us an email on the [Help](#) screen and check our FAQ's for further assistance.



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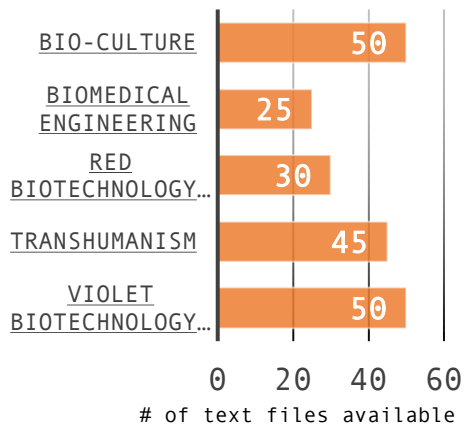
[Advanced Search](#)



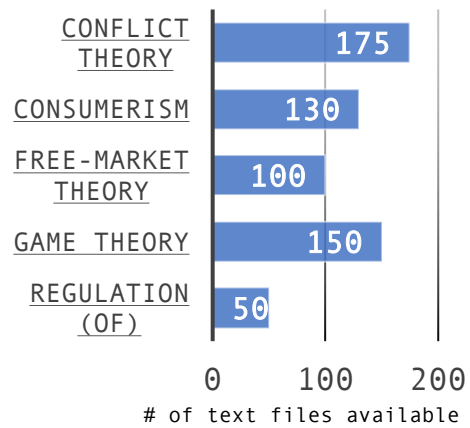
[Help](#)

Explore by general subject or more specific topics within them by clicking the underlined links.

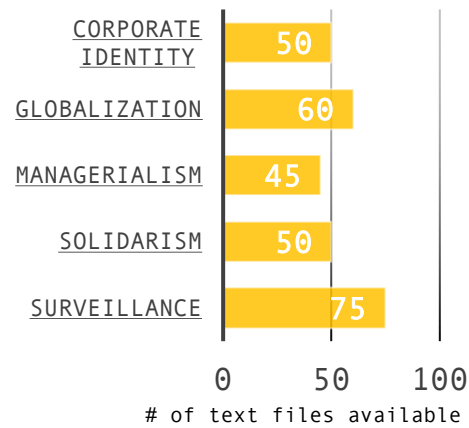
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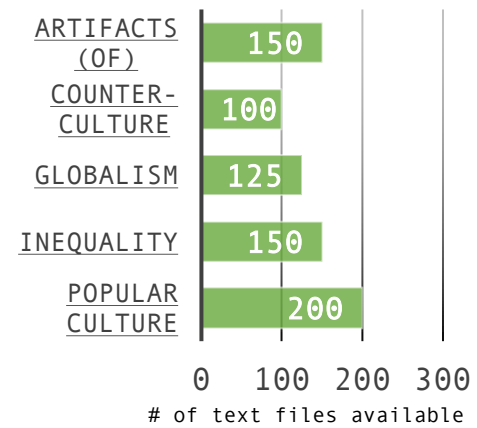
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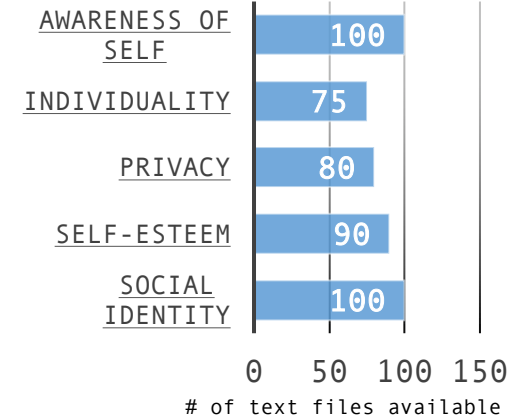
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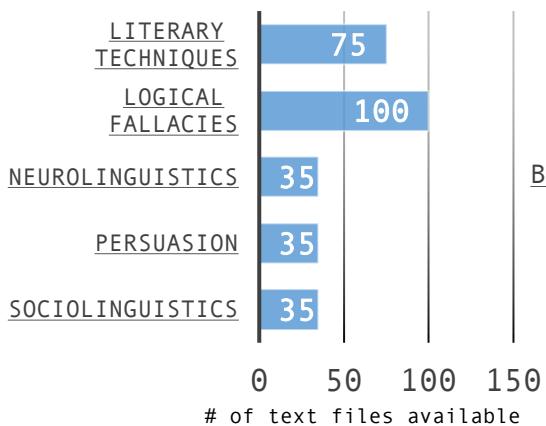
Culture



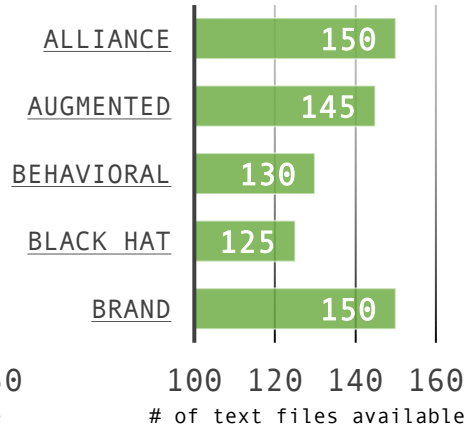
Identity



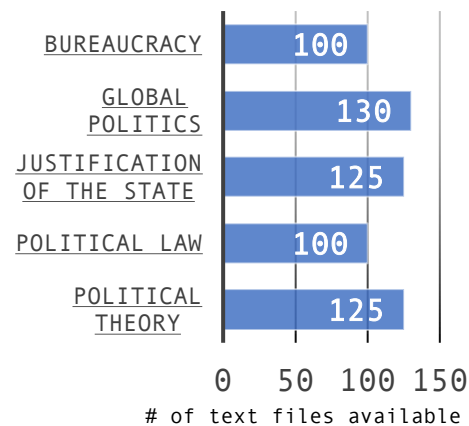
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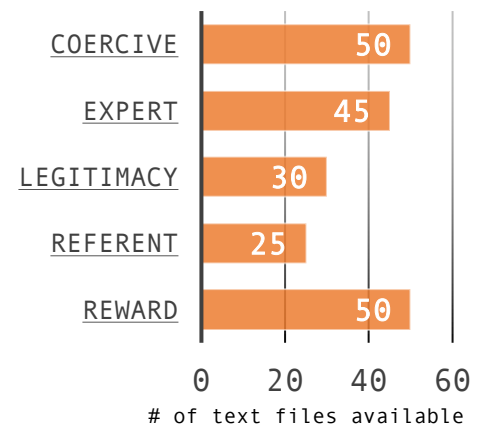
Marketing (Type of)



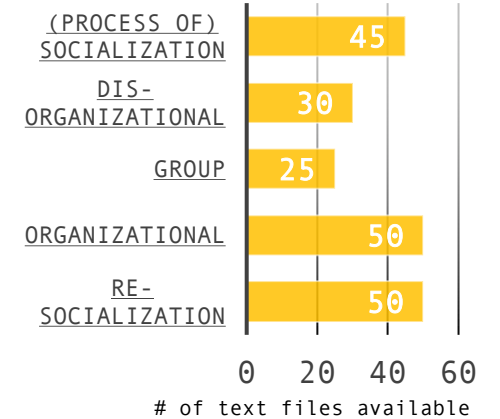
Politics



Power (Basis of)



Socialization





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Click to jump to: <#> [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [*](#)

A

- [Alliance Marketing](#)
- [Artifacts of Culture](#)
- [Augmented Marketing](#)
- [Awareness of Self](#)

B

- [Behavioral Marketing](#)
- [Bio-culture](#)
- [Biomedical engineering](#)
- [Biotechnology](#)
- [Black Hat Marketing](#)
- [Brand Marketing](#)
- [Bureaucracy](#)

C

- [Capitalism](#)
- [Coercive Power](#)
- [Conflict Theory](#)
- [Consumer Culture](#)
- [Consumerism](#)
- [Corporate Identity](#)
- [Corporatism](#)
- [Counter-culture](#)
- [Culture](#)

D

- [Dis-organizational socialization](#)

E

- [Expert Power](#)

F

- [Free-Market Capitalism](#)

G

- [Game Theory](#)
- [Global politics](#)
- [Globalism](#)
- [Globalization](#)
- [Government legitimacy](#)
- [Group Socialization \(see also, non-organizational\)](#)

I

- [Identity](#)
- [Individuality](#)
- [Inequality](#)

J

- [Justification of the State \(see also, government legitimacy\)](#)

L

- [Language](#)
- [Legitimacy Power](#)
- [Literary Techniques](#)
- [Logical Fallacies](#)

M

- [Managerialism](#)
- [Marketing](#)
- [Mass Culture](#)

N

- [Neurolinguistics](#)
- [Non-organizational Socialization](#)

O

- [Organizational Socialization](#)

P

- [Persuasion \(see also, persuasive language\)](#)
- [Persuasive Language](#)
- [Political Law](#)
- [Political theory](#)
- [Politics](#)
- [Popular Culture \(see also, mass, consumer\)](#)
- [Power \(Basis of, Type of\)](#)
- [Privacy](#)
- [Process of socialization](#)

R

- [Re-socialization](#)
- [Red biotechnology \(medical\)](#)
- [Referent Power](#)
- [Regulation of Capitalism](#)
- [Reward Power](#)

S

- [Self-esteem](#)
- [Social identity](#)
- [Socialization](#)
- [Sociolinguistics](#)
- [Solidarism](#)
- [Surveillance](#)

T

- [Transhumanism](#)

V

- [Violet biotechnology \(ethics of\)](#)

Dominant social norms and values

Tip for A-Z browsing:

Hover over a subject for a brief definition, as the word is used in this collection.

Still feeling overwhelmed?

Try [browsing by subject](#) instead.



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Advanced Search



Help

Why bother?

If you are looking for something specific, this search interface will let you *control your results more powerfully* by adding or limiting the terms that are being looked for by our search system within this collection.

We recommend browsing by subject if you are new to Barry's work, or have general interests.

	Search	ex. <i>social media</i>
	AND ▼	ex. <i>social media</i>
	AND ▼	ex. <i>social media</i>
	AND ▼	ex. <i>social media</i>
	NOT	
	OR	
	Limit by TOPIC	ex. <i>Biotechnology, Capitalism...</i> ▼
	Limit by KEYWORD	ex. <i>individuality, privacy</i> ▼
	Limit by FORMAT	book (or) blog ▼
	Limit by DATE	←●—————●→ 1999 2019

Your saved searches...

Select any saved search string to return to the displayed results page.

- *Social media AND uber, 2016-2017*
- *Problem, BIOTECHNOLOGY, BLOG*
- *Problem, BIOTECHNOLOGY, BOOK*
- *Social media AND problem, 2017*
- *Trump AND Australia, BLOG*
- *War AND Australia, BLOG*

Your saved reading...

Select any saved file to return to it.

- *You have no saved readings.*



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Search



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RESULTS FOR

problems in **MARKETING**, 2000-2019

SORT BY

Date published



Display [10](#) [20](#) [30](#) [40](#) results per page

SAVE SEARCH

Title: **Revenge of the Rats**

Topic(s): **MARKETING**

Date: 2012

Format: Blog

Text preview: The Diablo series of games... had a few **problems** when it launched
(read more...) (save for later) (people who saved this also saved...)

Title: **Irony Certification Agency**

Topic(s): **MARKETING**

Date: 2012

Format: Blog

Text preview: Mr. Frost's business has been operating for eight months...irony **problems** begin to occur...
(read more...) (save for later) (people who saved this also saved...)

Title: **Tomato parable**

Topic(s): **MARKETING**

Date: 2012

Format: Blog

Text preview: I wrote some code to embed my tweets on my website...started having **problems**...
(read more...) (save for later) (people who saved this also saved...)

Your saved searches...

Select any saved search string to return to the displayed results page.

- [Social media AND uber, 2016-2017](#)
- [Problem, BIOTECHNOLOGY, BLOG](#)
- [Problem, BIOTECHNOLOGY, BOOK](#)
- [Social media AND problem, 2017](#)
- [Trump AND Australia, BLOG](#)
- [War AND Australia, BLOG](#)

Your saved reading...

Select any saved file to return to it immediately.

- *You have no saved readings.*



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Result 1 of 3 currently displayed

Title: Revenge of the Rats

Date: 2012

Format: Blog

Description: The marketing and mechanics of Diablo III, a PC game, are reviewed as they relate to B. F. Skinner's behavioral experiments.

Subject: capitalism > consumerism

Subject: culture > artifacts of

Subject: culture > consumer

Subject: culture > popular

Subject: marketing

Subject: marketing > behavioral

Subject: socialization > group

Language: English

Document URL: <https://maxbarry.com/2012/09/20/news.html>

Your saved searches...

Select any saved search string to return to the displayed results page.

- [Social media AND uber, 2016-2017](#)
- [Problem, BIOTECHNOLOGY, BLOG](#)
- [Problem, BIOTECHNOLOGY, BOOK](#)
- [Social media AND problem, 2017](#)
- [Trump AND Australia, BLOG](#)
- [War AND Australia, BLOG](#)

Your saved reading...

Select any saved file to return to it immediately.

- *You have no saved readings.*


More like this...

- *Irony Certification Agency*


DOCUMENT PREVIEW

The 20
SEP
2012

Revenge of the Rats



In 1957, a psychologist named B. F. Skinner decided to see what happened when you put a rat in a cage with a lever that made food come out. He discovered that if the food came out whenever the lever was pushed, the rat would settle into a healthy work-life balance of pushing levers and running hamster wheels. But if the lever only delivered food sometimes—if it randomly might or might not—the rat would work that lever like there was no



[SAVE READING](#)

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Simplified Dublin Core Record


DOCUMENT PREVIEW

The 20
Sep
2012

Revenge of the Rats

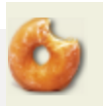


In 1957, a psychologist named B. F. Skinner decided to see what happened when you put a rat in a cage with a lever that made food come out. He discovered that if the food came out whenever the lever was pushed, the rat would settle into a healthy work-life balance of pushing levers and running hamster wheels. But if the lever only delivered food sometimes—if it randomly might or might not—the rat would work that lever like there was no



[SAVE READING](#)

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