

Branded Beauty How Marketing Changed The Way We Look Mark Tungate

This is the first cultural history of M?A?C Cosmetics and charts the originally Canadian company's philanthropy around HIV/AIDS awareness and fundraising during the revitalization of the Toronto fashion industry, the rise of the AIDS epidemic in North America, and the commodification of social causes during the 1980s and 1990s.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

Content is still king--and if you're a brand marketer, you need to start thinking like a media company, too. Your Brand, The Next Media Company brings together the strategic insights, operational frameworks, and practical approaches for transforming your brand into a highly successful media company. There is a content and media surplus in the marketplace, and there is an attention deficit in the minds of consumers today. Their lives are dynamic and completely unpredictable. They are highly influential and aid their peers down the purchase funnel using organic conversations about the products they care about and the ones they don't. In order to reach these consumers, brands must create recent, relevant, and game changing content to break through the clutter and successfully change their behavior. Social business pioneer Michael Brito covers every step of the process, including: Understanding the unpredictable nature and dynamic behaviors of the social customer Deploying social business strategies that will help facilitate the change from brand to media company Building a content organization and setting the stage for transformation Creating a real-time command center that will help facilitate reactive and proactive content marketing Creating a centralized editorial team that will drive content strategy, governance, and cross-team collaboration Building the content supply chain (workflows for content ideation, creation, approval, distribution, and integration) Enabling customers and employees (brand journalists) to feed the content engine Developing your content strategy that can be executed across paid, earned, and owned media content Transitioning from "brand messaging" to a highly relevant content narrative Evaluating the content marketing vendors and software platforms vying for your business Along the way, Brito presents multiple case studies from brand leaders worldwide, including RedBull, Oreo, Tesla Motors, Burberry, Sharpie, and Pepsi--delivering specific, actionable, powerfully relevant insights you can act on to begin the transformation from brand to media company.

"This engaging and highly informative book presents twenty interviews with the world's leading designers, anthropologists and innovators in the field of branding. In a series of illuminating, spirited conversations with preeminent global brand designer Debbie Millman, these influential figures share their take on how and why humans have branded the world around us, and the ideas, inventions, and insight inherent in this process"--

Beauty Entrepreneurs

Comics and the Historical Imagination in the World

Discourses of Perfection

Second-Person Pronoun and its Pragmatic Effects

The Company I Keep

Secrets of the Ueber-Brands

Adland

The Value of Aesthetics in Marketing

This book explores editorial and advertising discourses related to cosmetic procedures and beauty products and services in UK lifestyle magazines, offering a holistic perspective on the normalisation of cosmetic procedures and the societal context in which particular perceptions have flourished. The volume examines the societal climate that contributed to cultural perceptions of the body as object and project, and constructions of masculinities and femininities as context for developments in lifestyle magazines' content on beauty and cosmetic procedures. Integrating approaches from Critical Discourse Analysis, Thematic Analysis, and Content Analysis, Hermans explores the varying ways in which cosmetic procedures and other beauty products are marketed to different audiences and examines phenomena such as the problem/solution rhetoric, and developments in beauty advertising discourse specifically targeted at men. The book also investigates the continuum view of beauty products and cosmetic procedures, and examines the implications of these blurred boundaries for the regulation of the cosmetic surgery industry. This innovative contribution to research on the representation of cosmetic procedures and beauty products in the media will be of interest to scholars researching at the intersection of language, gender, individualised body projects, and sexuality. Fashion photographers sold not only clothes but ideals of beauty and visions of perfect lives. Gross provides a rollicking account of fashion photography's golden age-- the wild genius, ego, passion, and antics of the men (and a few women) behind the camera, from the postwar covers of Vogue to the triumph of the digital image. He takes you behind the scene of revolutionary creative processes-- and the private passions-- of these visionary magicians. When most of us think of Charles Lindbergh, we picture a dashing twenty-five-year-old aviator stepping out of the Spirit of St. Louis after completing his solo flight across the Atlantic. What we don't see is the awkward high school student, who preferred ogling new gadgets at the hardware store to watching girls walk by in their summer dresses. Sure, Lindbergh's unique mindset invented the pre-flight checklist, but his obsession with order also led him to demand that his wife and three German mistresses account for all their household expenditures in detailed ledgers. Lucky Lindy is just one of several American icons whom Joshua Kendall puts on the psychologist's couch in AMERICA'S OBSESSIVES. In this fascinating look at the arc of American history through the lens of compulsive behavior, he shows how some of our nation's greatest achievements--from the Declaration of Independence to the invention of the iPhone--have roots in the disappointments and frustrations of early childhood. Starting with the obsessive natures of some of Silicon Valley's titans, including Steve Jobs, Kendall moves on to profile seven iconic figures, such as founding father Thomas Jefferson, licentious librarian Melvil Dewey, condiment kingpin H. J. Heinz, slugger Ted Williams, and Estee Lauder. This last personality was so obsessed with touching other women's faces that she transformed her compulsion into a multibillion-dollar cosmetics corporation. Entertaining and instructive, Kendall offers up a few scoops along the way: Little do most Americans know that Charles Lindbergh, under the alias Clark Kent, sired seven children with his three German "wives." As Lindbergh's daughter Reeve told Kendall, "Now I know why he was gone so much. I also understand why he was delighted when I was learning German." More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Marketing and Branding

Business Model Pioneers

The Persuasion Industries

The Making of Modern Britain

How a New Culture of Universal Values Is Transforming Business and Marketing

Bodies of Subversion

Gender, Class, and Inequality in the Men's Grooming Industry

The Indian Scenario

This book critically examines the evolution of marketing scholarship over generations from Marketing 1.0 to 4.0. It argues that most firms look to gain competitive advantage in the marketplace by driving tactical moves, inculcating small cost-effective changes in marketing approaches. Often, strategic choices of companies lean towards developing competitive differentiations that enable consumers to realize the value of money, causing loyalty shifts in the competitive marketplace. The book focuses on the consumer as the pivot of marketing and argues that the consumer serves as a bidirectional channel during pre-and post-purchase period. It explains how consumer affections sentimentally and emotionally help in growing the brands and companies over generations. This book significantly contributes to the existing literature and serves as a learning post and a think tank for students, researchers, and business managers.

An analysis of the American beauty industry discusses the marketing efforts of top cosmetics companies, identifies trends in fashion, and considers the psychological factors that contributes to the industry's success.

In his much-anticipated memoir, The Company I Keep: My Life in Beauty, Chairman Emeritus and former CEO of The Estée Lauder Companies Leonard A. Lauder shares the business and life lessons he learned as well as the adventures he had while helping transform the mom-and-pop business his mother founded in 1946 in the family kitchen into the beloved brand and ultimately into the iconic global prestige beauty company it is today. In its infancy in the 1940s and 50s, the company comprised a handful of products, sold under a single brand in just a few prestigious department stores across the United States. Today, The Estée Lauder Companies constitutes one of the world's leading manufacturers and marketers of prestige skin care, makeup, fragrance and hair care products. It comprises more than 25 brands, whose products are sold in over 150 countries and territories. This growth and success was led by Leonard A. Lauder, Estée Lauder's oldest son, who envisioned and effected this expansion during a remarkable 60-year tenure, including leading the company as CEO and Chairman. In this captivating personal account complete with great stories as only he can tell them, Mr. Lauder, now known as The Estée Lauder Companies' "Chief Teaching Officer," reflects on his childhood, growing up during the Great Depression, the vibrant decades of the post-World War II boom, and his work growing the company into the beauty powerhouse it is today. Mr. Lauder pays loving tribute to his mother Estée Lauder, its eponymous founder, and to the employees of the company, both past and present, while sharing inside stories about the company, including tales of cutthroat rivalry with Charles Revson of Revlon and others. The book offers keen insights on honing ambition, leveraging success, learning from mistakes, and growing an international company in an age of economic turbulence, uncertainty, and fierce competition.

Social networks are the new norm and traditional marketing is failing in today's digital, always-on culture. Businesses across the world are having to face up to how they remain relevant in the choppy waters of the digital ocean. In an era where a YouTube star gets more daily impressions than Nike, Coca-Cola and Walmart combined, traditional marketing as we know it is dead. The End of Marketing revolutionizes the way brands, agencies and marketers should approach marketing. From how Donald Trump won the American presidency using social media and why Kim Kardashian is one of the world's biggest online brands, through to the impact of bots and automation, this book will teach you about new features and emerging platforms that will engage customers and employees. Discover bold content ideas, hear from some of the world's largest brands and content creators and find out how to build smarter paid-strategies, guaranteed to help you dominate your markets. The End of Marketing explains that no matter how easy it is to reach potential customers, the key relationship between brand and consumer still needs the human touch. Learn how to put 'social' back into social media and claim brand relevancy in a world where algorithms dominate, organic reach is dwindling and consumers don't want to be sold to, they want to be engaged.

Brand Thinking and Other Noble Pursuits

The Secret, Sexy, Sometimes Sordid World of Fashion Photographers

Brand the Change

America's Obsessives

Patriarchy and the Politics of Beauty

Transnational Inequalities and Development Challenges

A History of the Global Beauty Industry

The Branding Guide for social entrepreneurs, disruptors, not-for-profits and corporate troublemakers

Contributions by Dorian L. Alexander, Chris Bishop, David Budgen, Lewis Call, Lillian C. éspedes Gonz ález, Dominic Davies, Sean Eedy, Adam Fotos, Michael Goodrum, Simon Gough, David Hitchcock, Robert Hutton, Iain A. MacInnes, Ma ł gorzata Olsza, Philip Smith, Edward Still, and Jing Zhang In Drawing the Past, Volume 2: Comics and the Historical Imagination in the World, contributors seek to examine the many ways in which history worldwide has been explored and (re)represented through comics and how history is a complex construction of imagination, reality, and manipulation. Through a close analysis of such works as V for Vendetta, Maus, and Persepolis, this volume contends that comics are a form of mediation between sources (both primary and secondary) and the reader. Historical comics are not drawn from memory but offer a nonliteral interpretation of an object (re)constructed in the creator 's mind. Indeed, when it comes to history, stretching the limits of the imagination only serves to aid in our understanding of the past and, through that understanding, shape ourselves and our futures. This volume, the second in a two-volume series, is divided into three sections: History and Form, Historical Trauma, and Mythic Histories. The first section considers the relationship between history and the comic book form. The second section engages academic scholarship on comics that has recurring interest in the representation of war and trauma. The final section looks at mythic histories that consciously play with events that did not occur but nonetheless inflect our understanding of history. Contributors to the volume also explore questions of diversity and relationality, addressing differences between nations and the cultural, historical, and economic threads that bind them together, however loosely, and however much those bonds might chafe.

Together, both volumes bring together a range of different approaches to diverse material and feature remarkable scholars from all over the world.

The global beauty business permeates our lives, influencing how we perceive ourselves and what it is to be beautiful. This book provides the first authoritative history of the global beauty industry from its emergence in the 19th century to the present day, exploring how today's global giants such as Avon, Coty, Est é e Lauder, and L'Or é al grew.

Beauty is a multi-billion dollar global industry embracing make-up, skincare, hair care, fragrances, cosmetic surgery - even tattooing and piercing. Over the years it has used flattery, seduction, science and shame to persuade consumers that they'll have to invest if they want to look their best. In Branded Beauty, Mark Tungate delves into the history and evolution of the beauty business. From luxury boutiques in Paris to tattoo parlours in Brooklyn, he talks to the people who've made skin their trade. He analyses the marketing strategies used by those who create and sell beauty products. He visits the labs where researchers seek the key to eternal youth. He compares attitudes to beauty around the world and examines the rise of organic beauty products. Full of fascinating detail on great names such as Rubinstein and Arden, Revlon, Est é e Lauder, L'Or é al and Max Factor, Branded Beauty also considers the future of the beauty business.

This book proposes the introduction of a development-related perspective to scholarly critique of the human body 's commodification. Nahavandi contends that the commodification of human body parts reflects a modern form of such well-known historical phenomena as slavery and colonization, and can be considered a new and additional form of appropriation and extraction of resources from the Global South. What are the commonalities between hair trade, surrogacy, kidney sale and attraction of brains? The author argues that these all characterize a world where increasingly everything can be traded or is considered to be tradeable. A world where, similar to any other goods, body parts have entered the global market either legally or illegally. Through a series of multidisciplinary comparative studies, the book explores how forms commodification of the human body are fuelled by issues of poverty in the Global South, and inequality in transnational relations.

Soul to Sole

An Insiders' Guide on How to Start a Beauty Business, Survive It and Succeed in It

How a Social Business Strategy Enables Better Content, Smarter Marketing, and Deeper Customer Relationships

The End of Marketing

Behind the Scenes of America's Billion-dollar Beauty Industry

How Marketing Changed the Way We Look

A Global History of Advertising

Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully introduced new business ideas to the market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

It's no secret that the old methods of mass marketing are losing effectiveness and value. We have exploited the basic advertising tactics for so long, customers just don't seem to care anymore. We now live in a "delete" era where the customer is in charge. The time to reinvent the way we go-to-market is now! Given the light speed at which your customers receive and process information, the fragmentation of media outlets, combined with a volatile macroeconomic climate - marketing genius is key. The book offers a clear roadmap toward creating sustainable and profitable brand value through a better ability to understand and delight your customer. It will prepare your company to embody your brand and live up to the promise that you portray. Today's new-world economy requires a strategy that understands how to out think the competition, not outspend them. In Customer Inspired Marketing, Aubyn Thomas, senior vice president of marketing services for Macy's, explains why these brands generate energized reactions from customers and how other brands can generate the same enduring and devoted following, even during financial crises. An eight-step plan for transforming any size organization into one of these brands, the book focuses on these themes: The customer: an examination of customers today and how demographic changes are shaping the new landscape. Customers are more informed and are looking for personal touches. Regrouping: using self-examination to discover the passionate core of the organization. Developing a proactive plan: the concrete steps organizations take to mitigate threats to brand perception and improve customer relationships. The book includes research, case studies and supporting graphs and diagrams to demonstrate the data behind the methodologies. With an accessible and supportive tone, Customer Inspired Marketing is a great tool for brand marketers on all levels!

Brands on a Mission explores the importance of creating a performance culture that is built on driving impact through purpose, and the type of talent required to drive these transformational changes within companies -- from CEO to brand developers. Using evidence from interviews and stories from over 100 CEOs, thought leaders and brand managers, the book presents an emergent model that organisations can follow to build purpose into their growth strategy -- and shows how to bridge the gap between Brand Say and Brand Do. Readers will learn from the real experts in the field: how Paul Polman, former CEO of Unilever, built purpose into the DNA of his company; what keeps Alan Jope (new CEO, Unilever) and Emmanuel Faber (CEO, Danone) awake at night; and how brand developers from Durex, Dove, Discovery and LIXIL have made choices and the reasons behind them. In this book you will learn how a soap brand Lifebuoy taught one billion people about hygiene, how a beer is tackling gender-based violence, and how a toothpaste is tackling school absenteeism amongst many others. Renowned experts like Peter Piot (Director, London School of Health and Tropical Medicine), Michael Porter (Professor, Harvard School of Business), Jane Nelson (Director, Corporate Responsibility Initiative, Harvard Kennedy School) and Susie Orbach (leading feminist and formerly professor, London School of Economics) also share examples, data and their everyday experiences of helping corporates create a culture of purpose. And leading NGOs and UN experts like Lawrence Haddad (Executive Director, GAIN) and Natalia Kanem (Executive Director of UNFPA) will recount how the public and private sector have worked together to create an accelerated path to reaching the Sustainable Development Goals by 2030. The book provides a clear pathway of how to take brands through the journey of developing impactful social missions and driving business growth, and is an essential guide for both managers and students alike.

Publisher description

Taking Aim at the Brand Bullies

Building a StoryBrand

No Logo

Transgenerational Marketing

AIDS, Fashion, and the Philanthropic Practices of M•A•C Cosmetics

Clarify Your Message So Customers Will Listen

Brand Beauty Unleashed**ARTS & ENTREPRENEURSHIP IN LANGUAGE STUDIES**

Crises and scandals in the world of international management have brought a new spotlight onto how the subject is taught, studied and understood. There has been a plethora of literature on international management, but a lack of focus on how international management education (IME) can be shaped to respond to existing and future global business challenges. The Routledge Companion to International Management Education gathers together contributors from academia, industry and university administration involved in IME, to: introduce the domain of IME; describe the emerging state in new geographical areas; discuss the major issues and debates revolving around IME; explore the linkage of technology and international management, and shed light on the future of IME. The diverse background of the contributors provides a global perspective that challenges the dominant Anglo-American view, with up-to-date specific insights originating from their indigenous view points, which has often been neglected and inadequately covered. The volume answers important questions, such as: Do we need a vision in IME? What is the current state of IME? How has IME grown in emerging market segments? What roles does technology play in its recent development? The volume provides thought-provoking reading for educators, administrators, policy makers, human resources professionals and researchers. It will also give future international management students a glimpse of IME from a global inside-out perspective.

Provides information on developing a successful aesthetic medicine practice, covering such topics as branding, defining a market, promotion, marketing, image and reputation, and chossing staff.

Branded BeautyHow Marketing Changed The Way We LookKogan Page Publishers

What makes someone covet a Kelly bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's?

And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights.

Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

Humanizing Your Brand in the Age of Social Media and AI

The Stylistics of 'You'

The Three Waves of Globalization

Focus

Rethinking Prestige Branding

Beauty Imagined

Beauty and the Business

Representing Cosmetic Procedures and Beauty Products in UK Lifestyle Magazines

Globalization, i.e. the spatio-temporal processes of change leading to a transformation in the organization of human affairs, is said to have started as long ago as the end of the 15th century. This first wave of globalization was subsequently followed by two others. The third wave of globalization, which began after 2000, has made the world noticeably smaller. In fact, technological innovations have sharply increased the availability of new modes and channels of communication. As a result, the sharing of knowledge and information all around the world has substantially increased and this has prompted the emergence of new 'globalizing genres'. In addition, it has led to the implementation of a series of adaptations to the existing genres, in an attempt to guarantee their success and survival in an era which celebrates the need for a 'global reach'. In order to investigate these 'winds of change' in generic studies, the present volume combines a historical perspective with a detailed survey of different contemporary discourses and genres situated in an array of contexts of interaction. Accordingly, the empirically informed analyses of discourses and genres do not only focus on the textual, intertextual and interdiscursive features, but also on the institutional, organizational, professional and socio-cultural settings, i.e. all those aspects which show how genres reflect changing disciplinary and professional cultures. As a consequence, and in line with the multi-faceted nature of genre, different reading paths can be followed in the present volume. On the one hand, it is possible to make a distinction between professional, institutional and academic contexts. On the other hand, the concept of change will also be investigated by focusing on oral, written and web-mediated genres. Throughout the volume, the different reading paths aim at highlighting the influence of the three waves of globalization on genre evolution, thus contributing to providing evidence in favour of the homogenization or fragmentation hypotheses, which claim new 'global genres' are outnumbering, or are outnumbered by, the proliferation of a myriad of new, customized genres.

I consider myself an entrepreneur even though I spent 25 years in the corporate world. My passion is the beauty business. I created a consulting company to work primarily with beauty entrepreneurs. I was a beauty buyer and then advanced to become a Vice President in the high end department store category. For much of my career I observed people coming to sell me new products they created. So many had such great ideas but often missed the critical points they needed in order to sell into stores. Once I left the corporate world and began my own company to assist entrepreneurs in beauty, I was able to see the steps being taken to create a business in beauty. I learned even more about what to do and what not to do on every level. I knew writing this book and sharing all the tips I had for beauty entrepreneurs would help start up businesses to avoid the 10 most common mistakes and save money by working with the right support.

"The writings reveal a Truffaut who was as incisive and direct in assessing his own work as he was in assessing the work of other directors."—Choice Between 1959 and 1984, French film director François Truffaut was interviewed over three hundred times. Each interview offers critical insight into the genesis of Truffaut's films as he shares the sources of his inspiration, the choice of his themes, and the development of his screenplays. In addition, Truffaut discusses his relationships with collaborators, actors, and the circumstances surrounding the shooting of each film. These texts, originally assembled by Anne Gillain and published in French in 1988, are presented here in a montage arranged chronologically by film. This compilation includes an impressive array of reflections on cinema as an art form. Truffaut defines the aims and practices of the French New Wave, comparing their efforts to the films made by their predecessors and including comments that encompass the entire history of cinema. Truffaut on Cinema provides commentary on contemporary events, a wealth of biographical information, and Truffaut's own artistic itinerary.

*"In this provocative work full of intriguing female characters from tattoo history, Margot Mifflin makes a persuasive case for the tattooed woman as an emblem of female self-expression."—Susan Faludi Bodies of Subversion is the first history of women's tattoo art, providing a fascinating excursion to a subculture that dates back into the nineteenth-century and includes many never-before-seen photos of tattooed women from the last century. Author Margot Mifflin notes that women's interest in tattoos surged in the suffragist 20s and the feminist 70s. She chronicles: * Breast cancer survivors of the 90s who tattoo their mastectomy scars as an alternative to reconstructive surgery or prosthetics. * The parallel rise of tattooing and cosmetic surgery during the 80s when women tattooists became soul doctors to a nation afflicted with body anxieties. * Maud Wagner, the first known woman tattooist, who in 1904 traded a date with her tattooist husband-to-be for an apprenticeship. * Victorian society women who wore tattoos as custom couture, including Winston Churchill's mother, who wore a serpent on her wrist. * Nineteenth-century sideshow attractions who created fantastic abduction tales in which they claimed to have been forcibly tattooed. "In Bodies of Subversion, Margot Mifflin insightfully chronicles the saga of skin as signage. Through compelling anecdotes and cleverly astute analysis, she shows and tells us new histories about women, tattoos, public pictures, and private parts. It's an indelible account of an indelible piece of cultural history."—Barbara Kruger, artist*

VIVA M•A•C

Truffaut on Cinema

How Innovators Successfully Implement New Business Models

How Social, Cultural, and Environmental Capital Changes Brands

Evolution, Expansion, and Experience

Brands on a Mission

The Business of Aspiration

The Routledge Companion to International Management Education

Patriarchy has been justified by philosophies of beauty, but such paradigms have come into conflict with contemporary international law governing human rights. This book analyzes how feminist philosophy has undermined dualistic notions of sexual identity, and is transforming human consciousness.

This book presents an in-depth, careful study of our understanding of the concept of beauty in everyday objects and its impact on markets and brands. Moving beyond artistic notions of beauty, it demonstrates how beauty is an asset that can be leveraged in the marketplace. Traditionally, beauty has been examined in relation to its influence on painting, sculpture, literature, music, and architecture. However, its value and power in the marketplace is understudied. Álvarez del Blanco provides a systematic analysis of beauty in commonplace objects and brands, drawing on cutting-edge research at the intersection of marketing and neurosciences. Through examining the neuroscientific evidence for how the brain processes beauty, the author articulates the implications this may have on marketing and brand management. He also offers a glimpse of how beauty may evolve, and its marketing implications for firm strategy in the coming decades. Written by a recognized authority in marketing and brand strategy, Brand Beauty Unleashed gives students with an interest in marketing, consumer behavior, branding, and neuromarketing an exciting new perspective on this intangible asset. Brand the Change is a guidebook to build your own brand. It contains 23 tools and exercises, 14 case studies from change making organisations across the world and 7 guest essays from experts. This book takes 'you', the reader, on board an interdisciplinary journey across genre, time and medium with the second-person pronoun. It offers a model of the various pragmatic functions and effects of 'you' according to different variables and linguistic parameters, cutting across a wide range of genres (ads, political slogans, tweets, news presentation, literary genres etc.), and bringing together print and digital texts under the same theoretical banner. Drawing on recent research into intersubjectivity in neuropsychology and socio-cognition, it delves into the relational and ethical processing at work in the reading of a second-person pronoun narrative. When 'you' takes on its more traditional deictic function of address, the author-reader channel can be opened in different ways, which is explored in examples taken from Fielding, Brontë, Orwell, Kincaid, Grimsley, Royle, Adichie, Bartlett, Auster, and even Spacey's 'creepy' 2018 YouTube video, ultimately foregrounding continuities and contrasts in the positioning of the audience.

Your Brand, The Next Media Company

The Global Code

Practice, Profits and Productivity, Performance and Profitability

Uprising: How to Build a Brand—and Change the World—By Sparking Cultural Movements

Styling Masculinity

Branded Beauty

The Language of Cosmetics Advertising

The Compulsive Energy That Built a Nation

Not long ago, wearing real fur was a signal of wealth and status. Now, it's a signal of ignorance. Thanks to luxury rental and resale services, these days anyone can walk around in a Gucci belt. But not everyone knows that Rimowa dropped a new suitcase or who made their food and clothes. Wokeness is a modern class distinction. For the longest time, brands have operated according to the Veblen logic that status is linked to wealth and desirability to price. Now they have the opportunity to flip the script of aspiration and link worth and values to their success. Aimed at marketers, entrepreneurs, and advertising professionals, this book is full of analysis, examples, and tools of how to use the modern aspiration economy to shift a brand narrative and competitive strategy, create and distribute brand symbols, and ensure that a brand's products and services create both monetary and moral value.

At the end of the twentieth century, Britain was a consumer society. Commerce, intoxicating and addictive, had almost entirely colonized modern life. People were immersed in, and ultimately defined by, promotional culture. The things they consumed had overtaken class, religion, geography, or occupation as the primary form of self-identity and self-expression. For much of the twentieth century all forms of brand communication- from political campaigning to product advertising- were based on the theory of rational appeals to rational consumers. There was only one problem with this theory: it was wrong.

The Persuasion Industries: The Making of Modern Britain examines develops in marketing, advertising, public relations, and branding. It explores the role they played in the emergence of the consumer society. New ideas from fields of behavioural psychology and economics, together with internal developments such as planning, positioning, and corporate branding allowed persuasion to become the driving force within many commercial enterprises. Together these changes led to the emergence of an alternative emotional model of brand communication. A simple idea that proved so compelling it changed the world we live in.

The secret to movement marketing? Your customers want to make a difference “Scott Goodson and his StrawberryFrog colleagues have found the secret to plugging into Purpose with a capital P: find out what moves people to action, then create a way to support and enhance that movement with your product, service, or craft. I call that a winning strategy.” —Daniel H. Pink, author of Drive and A Whole New Mind “Want to change your customers' buying habits? Want to change the world? Stop marketing, read this book, roll up your sleeves, and start a movement.” —Sally Hogshead, author of Fascinate and creator of HowToFascinate.com “Essential stuff. One of the smartest thinkers on branding on one of the most important developments in that critical intersection between culture and marketing.” —Adam Morgan, author of Eating the Big Fish and The Pirate Inside “A well-researched and insightful book that will hopefully spark a movement against traditional, stodgy marketing. A must-read for the new generation of marketers who will be defining tomorrow's marketing landscape.” —Boutros Boutros, Senior Vice President, Emirates Airline About the Book: Movement marketing is changing the world. It's the new way forward for anyone trying to win customers' loyalty, influence public opinion, and even change the world. In Uprising, Scott Goodson, founder and CEO of StrawberryFrog, the world's first cultural movement agency, shows how your idea or organization can successfully ride this wave of cultural movements to authentically connect to the lives and passions of people everywhere. We are in the midst of a profound cultural transformation in which technology is making it easier than ever for anyone to share ideas, goals, and interests. Working with companies and brands ranging from SmartCar to Pampers to Jim Beam to India's Mahindra Group, StrawberryFrog and Goodson have led a paradigm focal shift away from one-on-one selling to sharing. Using client case studies and contributions from a global team of movement marketing forerunners—among them, political guru Mark McKinnon; Lee Clow, creative chief at TBWA/Chiat/Day; Apple evangelist Guy Kawasaki; and Marty Cooke, who helped make yellow LIVESTRONG bracelets synonymous with the fight against cancer—Goodson details why and how individuals and companies are embracing the movement phenomenon. He then applies these insights to practical steps that you can take right now to reach people through what matters most to them, including: Stop talking about yourself—let the movement control your message Home in on the core objectives of your concept or brand—and align these values with what people are for (or against) “Light the spark”—create a culture within your organization that can embrace and drive a movement Leverage your assets—content, events, expertise, connecting platforms—to give people tools to spread your gospel Adjust concepts to travel across borders and link people across cultural boundaries The examples and guidance in this book will prepare you to find, connect to, and even lead the next big movement. What happens next is up to you. Get up. Go out. And create a brand Uprising of your own.

The twenty-first century has seen the emergence of a new style of man: the metrosexual. Overwhelmingly straight, white, and wealthy, these impeccably coiffed urban professionals spend big money on everything from facials to pedicures, all part of a multi-billion-dollar male grooming industry. Yet as this innovative study reveals, even as the industry encourages men to invest more in their appearance, it still relies on women to do much of the work. Styling Masculinity investigates how men's beauty salons have persuaded their clientele to regard them as masculine spaces. To answer this question, sociologist Kristen Barber goes inside Adonis and The Executive, two upscale men's salons in Southern California. Conducting detailed observations and extensive interviews with both customers and employees, she shows how female salon workers not only perform the physical labor of snipping, tweezing, waxing, and exfoliating, but also perform the emotional labor of pampering their clients and pumping up their masculine egos. Letting salon employees tell their own stories, Barber not only documents occasions when these workers are objectified and demeaned, but also explores how their jobs allow for creativity and confer a degree of professional dignity. In the process, she traces the vast network of economic and social relations that undergird the burgeoning male beauty industry.

How to Achieve Social Impact and Business Growth Through Purpose

Drawing the Past, Volume 2

Commodification of Body Parts in the Global South

Winds of Change in Professional, Institutional and Academic Genres

My Life in Beauty

Color Stories

Customer Inspired Marketing

The bestselling author of The Culture Code explains why marketing and social psychology must evolve to acknowledge new, universally held human values

This book offers a cross-cultural comparison of French and British cosmetics advertisements and explores how the discourse of beauty advertising represents ideas about femininity in French and English language contexts. As the global beauty industry expands and consumers become more critical of the claims made, the topic of cosmetics advertising discourse is examined using Feminist Critical Discourse Analysis. One common theme underlying most cosmetics advertising discourse is that the female body always requires 'work' to fix its 'problems': flat skin, dry hair, and so on. The author uses themes of language and gender, media and identity, and advertising across cultures to expose exactly what is going on in the language of cosmetics advertising and to offer a first step towards challenging these ideas and thinking about alternatives.

Covid-19 has changed our educational landscape. It has created distances, yet at the same time it has also created borderless classrooms. Any student can now jump from one classroom to another classroom - not only from their own department but also to faculties and even to universities from all over the worlds in seconds. An Indonesian student can take courses not only from his/her university but also take courses from Pilipino, Malaysian or U.S.A. University during the course of their studies. This is possible due to the Indonesian's Kampus Merdeka program, which has promoted that education is now free to take, anyway we like, insofar as the requirements of taking the desired class are met. Students want to learn how to become creative and innovative beings. How can the School of Arts and Language Studies, such as the English study program can become competitive individuals? This book contains insights and results of research done by students, lecturers, teachers, and practitioners, who writes on the theme: "Arts and Entrepreneurship in Language Studies".

At the core of every human being is the voice of the soul. Soul 2 sole tackles the journey and believes that by asking better questions and ultimately bridging this gap, the individual leader and influencer can live more effectively and make a larger difference in his/her life and the lives of their community.