

The Conquest Of Cool Business Culture

The Conquest of CoolThe Cultural Career of CoolnessConsumer Culture TheorySex, Needs and Queer CultureThe Rise of the Creative ClassWe Are What We SellHell on WheelsThe Semiotics of the ZodiacAre We There Yet?Folkways and Law WaysJames Dean TransfiguredVisualizing a Classless AmericaReading Management and Organization in FilmCross-cultural Management and Organizational CulturePerception and OrganizationLiving and Learning with New MediaThe Publishers WeeklyAmerican Destiny, Chapters 16-33Intellectual History NewsletterThe Active Society Revisited Thomas Frank Ulla Haselstein Domen Bajde Doctor David Alderson Richard Florida Danielle Sarver Coombs David Blanke Marcel Danesi Susan Sessions Rugh Helle Porsdam Claudia Springer David Alan Gray Emma Bell Alexander Styhre Mizuko Itō Mark C. Carnes Wilson C. McWilliams

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most people remember the youth counterculture of the 1960s but thomas frank shows that another revolution shook american business during those boom years he shows how the youthful revolutionaries were joined and even anticipated by such unlikely allies as the advertising industry and the men s clothing business halftones tables copyright libri gmbh all rights reserved

cool is a word of american english that has been integrated into the vocabulary of numerous languages around the globe today it is a term most often used in advertising trendy commodities or more generally in promoting urban lifestyles in our postmodern age but what is the history of the term cool

when has coolness come to be associated with certain modes of contemporary self fashioning on what grounds do certain nations claim a privilege to be recognized as cool these are some of the questions that served as a starting point for a comparative cultural inquiry which brought together specialists from american studies and japanese studies but also from classics philosophy and sociology the conceptual grid of the volume can be described as follows 1 coolness is a metaphorical term for affect control it is tied in with cultural discourses on the emotions and the norms of their public display and with gendered cultural practices of subjectivity 2 in the course of the cultural transformations of modernity the term acquired new importance as a concept referring to practices of individual ethnic and national difference 3 depending on cultural context coolness is defined in terms of aesthetic detachment and self irony of withdrawal dissidence and even latent rebellion 4 coolness often carries undertones of ambivalence the situational adequacy of cool behavior becomes an issue for contending ethical and aesthetic discourses since an ethical ideal of self control and a strategy of performing self control are inextricably intertwined 5 in literature and film coolness as a character trait is portrayed as a personal strength as a lack of emotion as an effect of trauma as a mask for suffering or rage as precious behavior or as savvy this wide spectrum is significant artistic productions offer valid insights into contradictions of cultural discourses on affect control 6 american and japanese cultural productions show that twentieth century notions of coolness hybridize different cultural traditions of affect control

the twentieth volume of research in consumer behavior presents twelve chapters selected from the best papers submitted at the 13th annual consumer culture theory conference 2018 the book explores three narrative lines that were prevalent during the conference objects and their doings glocalization and constituting markets

the belief of many in the early sexual liberation movements was that capitalism's investment in the norms of the heterosexual family meant that any challenge to them was invariably anti capitalist in recent years however lesbian and gay subcultures have become increasingly mainstream and commercialized as seen for example in corporate backing for pride events while the initial radicalism of sexual liberation has given way to relatively conservative goals over marriage and adoption rights meanwhile queer theory has critiqued this homonormativity or assimilation as if some act of betrayal had occurred in sex needs and queer culture david alderson seeks to account for these shifts in both queer movements and the wider society and argues powerfully for a distinctive theoretical framework through a critical reassessment of the work of herbert marcuse as well as the cultural theorists raymond williams and alan sinfield alderson asks whether capitalism is progressive for queers evaluates the distinctive radicalism of the counterculture as it has mutated into queer and distinguishes between avant garde protest and subcultural development in doing so the book offers new

directions for thinking about sexuality and its relations to the broader project of human liberation

world renowned urbanist richard florida s bestselling classic on the transformation of our cities in the twenty first century now updated with a new preface in his modern classic the rise of the creative class urbanist richard florida identifies the emergence of a new social class reshaping the twenty first century s economy geography and workplace this creative class is made up of engineers and managers academics and musicians researchers designers entrepreneurs and lawyers poets and programmer whose work turns on the creation of new forms increasingly florida observes this creative class determines how workplaces are organized which companies prosper or go bankrupt and which cities thrive stagnate or decline florida offers a detailed occupational demographic psychological and economic profile of the creative class examines its global impact and explores the factors that shape quality of place in our changing cities and suburbs now updated with a new preface that considers the latest developments in our changing cities the rise of the creative class is the definitive edition of this foundational book on our contemporary economy

for the last 150 years advertising has created a consumer culture in the united states shaping every facet of american life from what we eat and drink to the clothes we wear and the cars we drive in the united states advertising has carved out an essential place in american culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them this three volume set examines the myriad ways that advertising has influenced many aspects of 20th century american society such as popular culture politics and the economy advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the american dream the collection spotlights the most important advertising campaigns brands and companies in american history from the late 1800s to modern day each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate these volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an american

a fascinating look at the rise and growing popularity of the automobile during the first half of twentieth century america which brought with it a dark undercurrent on the one hand americans embraced the newfound sense of freedom and mobility embodied by the automobile on the other they grew increasingly anxious about and fearful of the enormous threat that cars and car accidents posed to public safety

a comprehensive examination of the zodiac as a semiotic code spanning various aspects of the meanings and functions of zodiacal systems

an entertaining cultural history of the american family vacation during the height of its popularity from 1945 to 1973 reveals the ways in which the ritual of the family road trip for most middle class americans became a way of defining what it meant to be and become american

porsdam american studies u of southern denmark arguing that every major political and cultural issue in the united states inevitably turns into a legal one presents 10 essays by european academics that examine law in american society as an inherent and important part of the cultural milieu papers look at the revival of anti federalist thought conservative opposition to civil rights legislation the treatment of the law in hollywood courtroom dramas the cultural history of corporate legal theory and the conception of law put forth by william gaddis s novel a frolic of his own distributed by isbs annotation copyrighted by book news inc portland or

after the death of james dean in 1955 the figure of the teen rebel permeated the globe and its presence is still felt in the twenty first century rebel iconography which does not have to resemble james dean himself but merely incorporates his disaffected attitude has become an advertising mainstay used to sell an array of merchandise and messages despite being overused in advertisements it still has the power to surprise when used by authors and filmmakers in innovative and provocative ways the rebel figure has mass appeal precisely because of its ambiguities it can mean anything to anyone the global appropriation of rebel iconography has invested it with fresh meanings author claudia springer succeeds here in analyzing both ends of the spectrum the rebel icon as a tool in upholding capitalism s cycle of consumption and as a challenge to that cycle and its accompanying beliefs in this groundbreaking study of rebel iconography in international popular culture springer studies a variety of texts from the united states and abroad that use this imagery in contrasting and thought provoking ways using a cultural studies approach she analyzes films fiction poems sites and advertisements to determine the extent to which the icon s adaptations have been effective as a response to the actual social problems affecting contemporary adolescents around the world

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the concept of perception art visual perception and the aesthetic music auditory perception and organized sound media the remediation of image and sound perception and organizing beyond the text

the summary of an ambitious three year ethnographic investigation into the uses of new media in varied settings by american youth

using rich and distinctive prose american destiny narrative of a nation volume ii presents a comprehensive look at the development and growth of the united states since 1865 based on a political history framework the book further examines the political social economic and cultural developments that have shaped this country this elegant high quality text offers a low price alternative to traditional u s history survey textbooks

the active society published in 1968 is the most ambitious book in amitai etzioni s remarkable career in this new collection of essays wilson carey mcwilliams brings together scholars in a range of disciplines to analyze the significance and shortcomings of this important work

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