

# The Coolhunt

Getting the books **The Coolhunt** now is not type of inspiring means. You could not unaided going once book buildup or library or borrowing from your friends to retrieve them. This is an very easy means to specifically get guide by on-line. This online notice The Coolhunt can be one of the options to accompany you later having extra time.

It will not waste your time. receive me, the e-book will agreed announce you new concern to read. Just invest tiny period to entre this on-line notice **The Coolhunt** as with ease as review them wherever you are now.

## **Reading Oprah** - Cecilia Konchar Farr

An analysis of how Oprah's Book Club has changed America's reading habits.

## **The Consumer Society Reader** - Juliet Schor 2011-07-26

The Consumer Society Reader features a range of key works on the nature and evolution of consumer society. Included here is much-

discussed work by leading critics such as Jean Baudrillard, Susan Bordo, Dick Hebdige, bell hooks, and Janice Radway. Also included is a full range of classics, such as Frankfurt School writers Adorno and Horkheimer on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society;

John Kenneth Galbraith's influential analysis of the "affluent society"; and Pierre Bourdieu on the notion of "taste." "Consumer society--the 'air we breathe,' as George Orwell has described it--disappears during economic downturns and political crises. It becomes visible again when prosperity seems secure, cultural transformation is too rapid, or environmental disasters occur. Such is the time in which we now find ourselves. As the roads clog with gas-guzzling SUVs and McMansions proliferate in the suburbs, the nation is once again asking fundamental questions about lifestyle. Has 'luxury fever,' to use Robert Frank's phrase, gotten out of hand? Are we really comfortable with the 'Brand Is Me' mentality? Have we gone too far in pursuit of the almighty dollar, to the detriment of our families, communities, and natural environment? Even politicians, ordinarily impermeable to questions about consumerism, are voicing doubts... [and] polls suggest majorities of Americans feel the country has become too materialistic, too

focused on getting and spending, and increasingly removed from long-standing non-materialist values." —From the introduction by Douglas B. Holt and Juliet B. Schor

**Cultural Intermediaries** - Jonathon Hutchinson  
2017-09-08

This book interrogates the existing theories of convergence culture and audience engagement within the media and communication disciplines by providing grounded examples of social media use as a social mobilization tool within the media industries. As digital influencers garner large audiences across platforms such as YouTube and Instagram, they sway opinions and tastes towards often-commercial interests. However, this everyday social media practice also presents an opportunity for socially and morally motivated intermediaries to impact on public issues. *Cultural Intermediaries: Audience Participation in Media Organisations* is intended to provide an explicit overview of how one notable media organization, the Australian

Broadcasting Corporation (ABC), incorporates participation into its production methodology, while maintaining its role as a public service media organisation. The book provides several cases studies of successful audience participation across socially motivated projects. Finally, the book provides an updated framework to understand how cultural intermediation can facilitate authentic audience participation in media organisations.

[The Oxford Handbook of Mobile Communication and Society](#) - Rich Ling 2020-04-22

Mobile communication has dramatically changed over the past decade with the diffusion of smartphones. Unlike the basic 2G mobile phones, which "merely" facilitated communication between individuals on the move, smartphones allow individuals to communicate, to entertain and inform themselves, to transact, to navigate, to take photos, and countless other things. Mobile communication has thus transformed society by

allowing new forms of coordination, communication, consumption, social interaction, and access to news/entertainment. All of this is regardless of the space in which users are immersed. Set in the context of the developed and the developing world, *The Oxford Handbook of Mobile Communication and Society* updates current scholarship surrounding mobile media and communication. The 43 chapters in this handbook examine mobile communication and its evolving impact on individuals, institutions, groups, societies, and businesses. Contributors examine the communal benefits, social consequences, theoretical perspectives, organizational potential, and future consequences of mobile communication. Topics covered include, among many other things, trends in the Global South, location-based services, and the "appification" of mobile communication and society.

*Consumer Management in the Internet Age* - Joshua Sperber 2019-02-27

This book analyzes online consumer management, a practice in which customers monitor, report on, and discipline workers through posting online reviews. Through examining reviewer communities, the author analyzes the ways in which our need for collective purpose is increasingly transformed into profit production under modern capitalism.  
*Dig* - Phil Ford 2013-09-12

*Dig* argues that in hip culture it is sound itself, and the faculty of hearing, that is the privileged part of the sensory experience. Through a string of lucid and illuminating examples, author Phil Ford shows why and how music became a central facet of hipness and the counterculture.  
*Fashion Capital: Style Economies, Sites and Cultures* - Jess Berry 2020-05-06

Originating from the 2nd Global Fashion Conference hosted by Inter-Disciplinary.Net in Oxford, UK 2010.

**The Digital Street** - Jeffrey Lane 2019  
Introduction to the digital street -- Girls and boys

-- Code switching -- Pastor -- Going to jail because of the internet -- Conclusion -- Appendix in digital urban ethnography -- References -- Index

*Lifestyle Journalism* - Lucia Vodanovic  
2019-06-06

Ranging from travel to wellbeing and fashion to food, *Lifestyle Journalism* explores a wide variety of subjects within a growing field. This edited collection examines the complex dynamics of the ever-evolving media environment of lifestyle journalism, encompassing aspects of consumerism, entertainment and cosmopolitanism, as well as traditional journalistic practices. Through detailed case studies and research, the book discusses themes of consumer culture, identity, representation, the sharing economy and branding while bringing in important new aspects such as social media and new cultural intermediaries. International and cross-disciplinary, the book is divided into four parts: emerging roles;

experience and identity in lifestyle media; new players and lifestyle actors; and lifestyle consumerism and brands. Featuring case studies from a variety of countries including Turkey, the US, Chile and the UK, this is an important resource for journalism students and academics.

*Fashion Cultures* - Stella Bruzzi 2013-10-18

From the catwalk to the shopping mall, from the big screen to the art museum, fashion plays an increasingly central role in contemporary culture. *Fashion Cultures* investigates why we are so fascinated by fashion and the associated spheres of photography, magazines and television, and shopping. *Fashion Cultures*: \* re-addresses the fashionable image, considering the work of designers from Paul Smith to Alexander McQueen and Hussein Chalayan \* investigates the radicalism of fashion photography, from William Klein to Corinne Day \* considers fashion for the 'unfashionable body' (the old and the big), football and fashion, and geographies of style \* explores the relationship

between fashion and the moving image in discussions of female cinema icons - from Grace Kelly to Gwyneth Paltrow - and iconic male images - from Cary Grant to Malcolm X and Mr Darcy - that have redefined notions of masculinity and cool \* makes a significant intervention into contemporary gender politics and theory, exploring themes such as spectacle, masquerade, and the struggle between fashion and feminism.

Sport Marketing - Bernard James Mullin 2007

This student text provides a foundation of theory and principles for those seeking sports management position. It provides an overview of the reasons and foundations for sport marketing as well as theoretical and research issues, and why market segmentation is important.

How Cool Brands Stay Hot - Joeri Van Den Bergh 2016-04-03

*How Cool Brands Stay Hot* analyses Generations Y and Z, the most marketing savvy and advertising-critical generations yet. It reveals

how millennials think, feel and behave, offering applicable, proven strategies to market to these age groups more effectively and remain a relevant, appealing brand. Featuring interviews with global marketing executives of successful brands such as the BBC, Converse, Coca-Cola, eBay and MasterCard along with case studies from companies including H&M, Converse, MTV and Forever21, it guides you in developing the right strategies to reach this critical age group and leave a lasting impact on your business. Previous editions of *How Cool Brands Stay Hot* have won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and the 2011 Expert Marketing Magazine's Marketing Book of the Year award. This fully revised 3rd edition of *How Cool Brands Stay Hot* goes beyond the discussion of Generation Y, expanding its reach with an entirely new chapter on Generation Z and a detailed analysis of the impact that issues such as recession, social media and mobile marketing have had on these

consumers. Based on new figures, case studies and interviews, it provides a fresh take on what remain critical issues for anyone hoping to market to those who come after Generation X.

**When Sparks Fly** - Dorothy Leonard-Barton  
1999

How does a leader manage for creativity? Many managers fall into the trap of assuming that only gifted individuals--readily identifiable "creative types"--can produce breakthrough thinking, and if you don't have an eccentric genius on your team, your efforts are doomed to mediocrity. Some even argue that creativity is an art that can't possibly be planned or managed without extinguishing the vital creative spark. Yet, say Dorothy Leonard and Walter Swap, today's most innovative, complex services, products and processes spring from well-led, well-managed group interactions. Blending their backgrounds in business and psychology into a fresh perspective, Leonard and Swap sweep aside conventional thinking about creativity to show

how managers can actively shape group processes to enhance creative output. They offer proven strategies based on a deep understanding of human behavior for stimulating and directing the group dynamics that lie at the heart of innovative thinking. The book clearly outlines and analyzes each step in the creative process and gives practical suggestions for managing creative teams, including specific techniques for composing groups to maximize creative abrasion, re-channeling the tensions of conflicting points of view into new ideas and alternative options, and failing forward to success. Leonard and Swap explore how all aspects of the work environment, from leadership style to the promotion of passion to the use of space to maximize serendipity, can enhance innovation. Drawing on examples in companies that range from small startups to Fisher-Price, Intel and Hewlett-Packard, *When Sparks Fly* shows how sophisticated managers can galvanize groups to

maximize their creative potential.

**The Urban Ethnography Reader** - Mitchell Duneier 2014

The Urban Ethnography Reader assembles the very best of American ethnographic writing, from classic works to contemporary research, and aims to present ethnography as social science, social history, and literature, rather than purely as a methodology.

**Advanced Analytics and AI** - Tony Boobier 2018-06-18

Be prepared for the arrival of automated decision making. Once thought of as science fiction, major corporations are already beginning to use cognitive systems to assist in providing wealth advice and also in medication treatment. The use of Cognitive Analytics/Artificial Intelligence (AI) Systems is set to accelerate, with the expectation that it'll be considered 'mainstream' in the next 5 - 10 years. It'll change the way we as individuals interact with data and systems—and the way we run our

businesses. Cognitive Analysis and AI prepares business users for the era of cognitive analytics / artificial intelligence. Building on established texts and commentary, it specifically prepares you in terms of expectation, impact on personal roles, and responsibilities. It focuses on the specific impact on key industries (retail, financial services, utilities and media) and also on key professions (such as accounting, operational management, supply chain and risk management). Shows you how users interact with the system in natural language Explains how cognitive analysis/AI can source 'big data' Provides a roadmap for implementation Gets you up to speed now before you get left behind If you're a decision maker or budget holder within the corporate context, this invaluable book helps you gain an advantage from the deployment of cognitive analytics tools.

MFA Vs NYC - Chad Harbach 2014-02-25

Bringing together established writers, MFA professors and students, and New York editors

and agents, this must-read for aspiring writers and anyone interested in the present and future of American letters reveals the ways writers make--or fail to make--a living. Original. 15,000 first printing.

### **Sociometrics and Human Relationships -**

Peter A. Gloor 2017-05-04

Sociometrics and Human Relationships translates the latest academic research into practical business strategies and techniques for social network analysis. This essential new title is key reading for students and practitioners across marketing, design, sociology, psychology and the humanities, and comes with a free academic license of Condor.

### **Social Communication in Advertising -**

William Leiss 2018-06-14

Newly updated for the digital era, this classic textbook provides a comprehensive historical study of advertising and its function within contemporary society by tracing advertising's influence throughout different media and



cultural periods, from early magazines through to social media. With several new chapters on the rise of the Internet, mobile, and social media, this fourth edition offers new insights into the role of Google, Facebook, Snapchat, and YouTube as both media and advertising companies, as well as examining the role of brand culture in the 21st century.

**The Routledge Companion to Media**

**Anthropology** - Elisabetta Costa 2022-09-30

The Routledge Companion to Media

Anthropology provides a broad overview of the widening and flourishing area of media anthropology, and outlines key themes, debates, and emerging directions. The Routledge Companion to Media Anthropology draws together the work of scholars from across the globe, with rich ethnographic studies that address a wide range of media practices and forms. Comprising 41 chapters by a team of international contributors, the Companion is divided into three parts: Histories Approaches

Thematic Considerations. The chapters offer wide-ranging explorations of how forms of mediation influence communication, social relationships, cultural practices, participation, and social change, as well as production and access to information and knowledge. This volume considers new developments, and highlights the ways in which anthropology can contribute to the study of the human condition and the social processes in which media are entangled. This is an indispensable teaching resource for advanced undergraduate and postgraduate students and an essential text for scholars working across the areas that media anthropology engages with, including anthropology, sociology, media and cultural studies, internet and communication studies, and science and technology studies.

**The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies** - Daniel

Thomas Cook 2015-03-02

With entries detailing key concepts, persons,

and approaches, The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies provides definitive coverage of a field that has grown dramatically in scope and popularity around the world over the last two decades. Includes over 200 A-Z entries varying in length from 500 to 5,000 words, with a list of suggested readings for each entry and cross-references, as well as a lexicon by category, and a timeline Brings together the latest research and theories in the field from international contributors across a range of disciplines, from sociology, cultural studies, and advertising to anthropology, business, and consumer behavior Available online with interactive cross-referencing links and powerful searching capabilities within the work and across Wiley's comprehensive online reference collection or as a single volume in print

[www.consumptionandconsumerstudies.com](http://www.consumptionandconsumerstudies.com)

**Your Ad Here** - Michael Serazio 2013-04-05

2015 Susanne K. Langer Award for Outstanding

Scholarship, Media Ecology Association 2013 Book of the Year, Visual Communication Division, National Communication Association Amidst the profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our private lives. In *Your Ad Here*, an engaging and timely new book, Michael Serazio investigates the rise of "guerrilla marketing" as a way of understanding increasingly covert and interactive flows of commercial persuasion. Digging through a decade of trade press coverage and interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of campaign examples: from the America's Army video game to Pabst Blue Ribbon's "hipster hijack," from buzz agent bloggers and tweeters to The Dark Knight's "Why So Serious?" social labyrinth. Blending rigorous analysis with eye-opening reporting and

lively prose, *Your Ad Here* reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators to appreciate the professional logic informing their work, while giving readers a glimpse into this new breed of “hidden persuaders” optimized for 21st-century media content, social patterns, and digital platforms. Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell.

**On Trend** - Devon Powers 2019-10-16

Trends have become a commodity—an element of culture in their own right and the very currency of our cultural life. Consumer culture relies on a new class of professionals who explain trends, predict trends, and in profound ways even manufacture trends. *On Trend* delves into one of the most powerful forces in global consumer culture. From forecasting to cool hunting to design thinking, the work done by

trend professionals influences how we live, work, play, shop, and learn. Devon Powers' provocative insights open up how the business of the future kindles exciting opportunity even as its practices raise questions about an economy increasingly built on nonstop disruption and innovation. Merging industry history with vivid portraits of today's trend visionaries, Powers reveals how trends took over, what it means for cultural change, and the price all of us pay to see—and live—the future.

*Consumer Culture Theory* - Domen Bajde  
2019-04-10

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 Routledge Companion to Fashion**

**Studies** - Eugenia Paulicelli 2021-09-22

This collection of original essays interrogates disciplinary boundaries in fashion, gathering fashion studies research across disciplines and from around the globe. Fashion and clothing are part of material and visual culture, cultural memory, and heritage; they contribute to shaping the way people see themselves, interact, and consume. For each of the volume's eight parts, scholars from across the world and a variety of disciplines offer analytical tools for further research. Never neglecting the interconnectedness of disciplines and domains, these original contributions survey specific topics and critically discuss the leading views in their areas. They include discursive and reflective pieces, as well as discussions of original empirical work, and contributors include established leaders in the field, rising stars, and new voices, including practitioner and industry voices. This is a comprehensive overview of the field, ideal not only for undergraduate and

postgraduate fashion studies students, but also for researchers and students in communication studies, the humanities, gender and critical race studies, social sciences, and fashion design and business.

**Brand Machines, Sensory Media and Calculative Culture** - Sven Brodmerkel  
2016-10-27

This study argues that the defining feature of contemporary advertising is the interconnectedness between consumer participation and calculative media platforms. It critically investigates how audience participation unfolds in an algorithmic media infrastructure in which brands develop media devices to codify, process and modulate human capacities and actions. With the shift from a broadcast to an interactive media system, advertisers have reinvented themselves as the strategic interface between computational media systems and the lived experience and living bodies of consumers. Where once advertising relied predominantly on

symbolic appeals to affect consumers, it now centres on the use of computational devices that codify, monitor, analyse and control their behaviours. Advertisers have worked to stimulate and harness consumer participation for several generations. Consumers undertook the productive work of making brands a part of their cultural identities and practices. With the emergence of a computational mode of advertising consumer participation extends beyond the expressive activity of creating and circulating meaning. It now involves making the lived experience and the living body available to the experimental capacities of media platforms and devices. In this mode of advertising brands become techno-cultural processes that integrate calculative and cultural functions. Brand Machines, Sensory Media and Calculative Culture conceptualises and theorises these significant changes in advertising. It takes consumer participation and its interconnectedness with calculative media

platforms as the fundamental aspect of contemporary advertising and critically investigates how advertising, consumer participation and technology are interrelated in creating and facilitating lived experiences that create value for brands.

*Coolfarming Chapter 7: Coolhunting-Find the Trends Through the Trendsetters -*

**Social Media and Your Brain: Web-Based Communication is Changing How We Think and Express Ourselves - C.G. Prado**

2016-11-21

While society has widely condemned the effects on preteens and teens' natural social maturation of digitally enabled communication, such as texting and messaging, and of social media apps, such as Facebook, Instagram, and SnapChat, these forms of communication are adversely affecting everyone, including adults. This book examines how social media and modern communication methods are isolating users

socially, jeopardizing their intellectual habits, and, as a result, decreasing their chances of achieving social and professional success. • Focuses on the effects of the Internet and social media overall on the specific groups most affected: 'tweens, teens, and college students, individuals who take to the use of such modern communication methods naturally but who are also ill-equipped to use self-control to resist the instant gratification, constant distraction, and addictive behaviors that come with social media • Alerts readers to consequences of social media and Internet use of which they are likely unaware • Identifies practical solutions that can serve to counter the wide-reaching negative effects of excessive use of and reliance on social media

**The New Formula For Cool** - Judith Kohlenberger 2015-08-31

»Our society has undergone a paradigm shift. In the information age, you and I are the alpha males,« Dr Leonard Hofstadter, experimental

physicist and protagonist of the hit sitcom »The Big Bang Theory«, assures himself and his fellow scientists. The success of this and similar formats in American popular culture proves his point: Science has finally discovered the formula for cool. This interdisciplinary study examines how »cool«, a key aesthetic and affective category in the American imagination, informs contemporary representations of technoscience. Analyzing selected audiovisual productions, Judith Kohlenberger sheds light on current processes of interaction between science and popular culture, two pivotal sources for change in post-industrial America.

Advances in Design, Music and Arts II - Daniel Raposo 2022-07-30

This book presents cutting-edge methods and findings that are expected to contribute to significant advances in the areas of communication design, fashion design, interior design and product design, as well as musicology and other related areas. It especially

focuses on the role of digital technologies, and on strategies fostering creativity, collaboration, education, as well as sustainability and accessibility in the broadly-intended field of design. Gathering the proceedings of the 8th EIMAD conference, held on July 7–9, 2022, and organized by the School of Applied Arts of the Instituto Politécnico de Castelo Branco, in Portugal, this book offers a timely guide and a source of inspiration for designers of all kinds, advertisers, artists, and entrepreneurs, as well as educators and communication managers.

**Life Stories** - David Remnick 2001-05-15

One of art's purest challenges is to translate a human being into words. The New Yorker has met this challenge more successfully and more originally than any other modern American journal. It has indelibly shaped the genre known as the Profile. Starting with light-fantastic evocations of glamorous and idiosyncratic figures of the twenties and thirties, such as Henry Luce and Isadora Duncan, and continuing

to the present, with complex pictures of such contemporaries as Mikhail Baryshnikov and Richard Pryor, this collection of New Yorker Profiles presents readers with a portrait gallery of some of the most prominent figures of the twentieth century. These Profiles are literary-journalistic investigations into character and accomplishment, motive and madness, beauty and ugliness, and are unrivalled in their range, their variety of style, and their embrace of humanity. Including these twenty-eight profiles: "Mr. Hunter's Grave" by Joseph Mitchell "Secrets of the Magus" by Mark Singer "Isadora" by Janet Flanner "The Soloist" by Joan Acocella "Time . . . Fortune . . . Life . . . Luce" by Walcott Gibbs "Nobody Better, Better Than Nobody" by Ian Frazier "The Mountains of Pi" by Richard Preston "Covering the Cops" by Calvin Trillin "Travels in Georgia" by John McPhee "The Man Who Walks on Air" by Calvin Tomkins "A House on Gramercy Park" by Geoffrey Hellman "How Do You Like It Now, Gentlemen?" by

Lillian Ross "The Education of a Prince" by Alva Johnston "White Like Me" by Henry Louis Gates, Jr. "Wunderkind" by A. J. Liebling "Fifteen Years of The Salto Mortale" by Kenneth Tynan "The Duke in His Domain" by Truman Capote "A Pryor Love" by Hilton Als "Gone for Good" by Roger Angell "Lady with a Pencil" by Nancy Franklin "Dealing with Roseanne" by John Lahr "The Coolhunt" by Malcolm Gladwell "Man Goes to See a Doctor" by Adam Gopnik "Show Dog" by Susan Orlean "Forty-One False Starts" by Janet Malcolm "The Redemption" by Nicholas Lemann "Gore Without a Script" by Nicholas Lemann "Delta Nights" by Bill Buford

Bridging Microeconomics and Macroeconomics and the Effects on Economic Development and Growth - Kostis, Pantelis C. 2020-10-30

In recent decades, the mainstream microeconomic and macroeconomic analysis was proven to be insufficient for exploring the dynamic and complex interactions among humans, institutions, and nature in our real

economy. On the one side, microeconomics is filled with black-box models that fail to study the actual contractual relations between firms and markets, while on the other side macroeconomics were proven useless because they mistook the beauty of theoretical models for truth. Thus, questions have arisen about using new theoretical and empirical structures that would better describe our economic systems. Bridging Microeconomics and Macroeconomics and the Effects on Economic Development and Growth is an essential reference source that analyzes the hypotheses that govern the relationships of aggregate structures (macroeconomic analysis) that may be compatible with the assumptions that govern the behavior of individuals, households, and firms (micro analysis), and vice versa, in trying to achieve sustainable economic development and growth. Moreover, modern evolutionary growth thinking is used in trying to bridge the inconsistencies between microeconomics and



macroeconomics and confront their failures in order to better describe the economic reality. While highlighting a broad range of topics including globalization, economic systems, and the role of institutions, this book is aimed toward economic analysts, financial advisors, policymakers, researchers, academicians, and students.

### **Getting the Hang of Fashion and Dress**

**Codes** - Tom Streissguth 2012-10

"Read about the history of fashion, current fashion trends, and dress codes"--Provided by publisher

*Beatrix Potter's Peter Rabbit* - Children's Literature Association 2002

Thirteen essays explore the timeless appeal of Peter's antics, and the impact of this extraordinary book on children worldwide.

Contributors, each a respected scholar in the field of children's literature, examine details of Potter's life, her history as an artist, her accomplishments as a naturalist, and the

contextual factors affecting her writing and illustrations. Others investigate the timelessness of this story, exploring its psychological and sociological truths and comparing Peter Rabbit to present day literature.

*Rational Lives* - Dennis Chong 2011-03-15

Those who study value conflicts have resisted rational choice approaches in the social sciences, contending that political conflict over cultural values is best explained by group loyalties, symbolic motives, and other "nonrational" factors. However, Chong shows that a single model can explain how people make decisions across both social and economic realms. He argues that our preferences result from a combination of psychological dispositions, which are shaped by social influences and developed over the life span. Chong's book yields insights about the circumstances under which preferences, beliefs, values, norms and group identifications are formed. It offers a provocative explanation of

how ingrained social norms and values can change over time despite the forces maintaining the status quo. "Going beyond the tired polemics on both sides, [Chong] constructs a new interpretation of human behavior in which culture and individual rationality both matter. The synthesis is a more comprehensive and powerful explanatory framework than either side could have produced, and Chong's creativity should influence subsequent interpretations of our social life in fundamental ways."—Christopher H. Achen, University of Michigan

Huck Finn's America - Andrew Levy 2015

"A groundbreaking and controversial re-examination of our most beloved classic, Huckleberry Finn, proving that for more than 100 years we have misunderstood Twain's message on race and childhood--and the uncomfortable truths it still holds for modern America"--Provided by publisher.

**Some Wore Bobby Sox** - K. Schrum 2019-06-12

Images of teenage girls in poodle skirts dominated American popular culture on the 1950's. But as Kelly Schrum shows, teenage girls were swooning over pop idols and using their allowances to buy the latest fashions well beforehand. After World War I, a teenage identity arose in the US, as well as a consumer culture geared toward it. From fashion and beauty to music and movies, high school girls both consumed and influenced what manufacturers, marketers, and retailers offered to them. Examining both national trends and individual lives, Schrum looks at the relationship between the power of consumer culture and the ability of girls to selectively accept, reject, and appropriate consumer goods. Lavishly illustrated with images from advertisements, catalogs, and high school year books, *Some Wore Bobby Sox* is a unique and fascinating cultural history of teenage girl culture in the middle of the century.

**Interrogating Postfeminism** - Yvonne Tasker  
2007-10-12

This timely collection brings feminist critique to bear on contemporary postfeminist mass media culture, analyzing phenomena ranging from action films featuring violent heroines to the “girling” of aging women in productions such as the movie *Something’s Gotta Give* and the British television series *10 Years Younger*. Broadly defined, “postfeminism” encompasses a set of assumptions that feminism has accomplished its goals and is now a thing of the past. It presumes that women are unsatisfied with their (taken for granted) legal and social equality and can find fulfillment only through practices of transformation and empowerment. Postfeminism is defined by class, age, and racial exclusions; it is youth-obsessed and white and middle-class by default. Anchored in consumption as a strategy and leisure as a site for the production of the self, postfeminist mass media assumes that the pleasures and lifestyles with which it is associated are somehow universally shared and, perhaps more

significantly, universally accessible. Essays by feminist film, media, and literature scholars based in the United States and United Kingdom provide an array of perspectives on the social and political implications of postfeminism. Examining magazines, mainstream and independent cinema, popular music, and broadcast genres from primetime drama to reality television, contributors consider how postfeminism informs self-fashioning through makeovers and cosmetic surgery, the “metrosexual” male, the “black chick flick,” and more. *Interrogating Postfeminism* demonstrates not only the viability of, but also the necessity for, a powerful feminist critique of contemporary popular culture. Contributors: Sarah Banet-Weiser, Steven Cohan, Lisa Coulthard, Anna Feigenbaum, Suzanne Leonard, Angela McRobbie, Diane Negra, Sarah Projansky, Martin Roberts, Hannah E. Sanders, Kimberly Springer, Yvonne Tasker, Sadie Wearing *Shakespeare Dwelling* - Julia Reinhard Lupton

2018-04-06

Great halls and hovels, dove-houses and sheepcotes, mountain cells and seaside shelters—these are some of the spaces in which Shakespearean characters gather to dwell, and to test their connections with one another and their worlds. Julia Reinhard Lupton enters Shakespeare's dwelling places in search of insights into the most fundamental human problems. Focusing on five works (Romeo and Juliet, Macbeth, Pericles, Cymbeline, and The Winter's Tale), Lupton remakes the concept of dwelling by drawing on a variety of sources, including modern design theory, Renaissance treatises on husbandry and housekeeping, and the philosophies of Hannah Arendt and Martin Heidegger. The resulting synthesis not only offers a new entry point into the contemporary study of environments; it also shows how Shakespeare's works help us continue to make sense of our primal creaturely need for shelter.

**Slam Dunks and No-Brainers** - Leslie Savan

2006-10-10

In this marvelously original book, three-time Pulitzer Prize finalist Leslie Savan offers fascinating insights into why we're all talking the talk—Duh; Bring it on!; Bling; Whatever!—and what this reveals about America today. Savan traces the paths that phrases like these travel from obscure slang to pop stardom, selling everything from cars (ads for VWs, Mitsubishi's, and Mercurys all pitch them as "no-brainer"s) to wars (finding WMD in Iraq was to be a "slam dunk"). Real people create these catchy phrases, but once media, politics, and businesses broadcast them, they burst out of our mouths as celebrity words, newly glamorous and powerful. Witty, fun, and full of thought-provoking stories about the origins of popular expressions, **Slam Dunks and No-Brainers** is for everyone who loves the mysteries of language.

**The Fragility of Modern Societies** - Nico Stehr 2001-05-14

This book argues that knowledge is now central

to the modern economy and its productive processes. It is also essential for social relations, social cohesion and conflict resolution. We have moved from a society based around heavy commodities to symbolic goods, from situated markets to non-place-specific locations, from machines to software and from things to ideas. These changes produce new forms of social

interaction and new perspectives on identity, practice and association. This penetrating book slices through the cliches and blind alleys of discussions around the knowledge society to reveal the tendons of contemporary change. Written with insight and panache the book explains the momentous nature of the changes associated with the knowledge society.