

The Conquest Of Cool Business Culture

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With Amusement for All
The Laws of Cool
The Origins of Cool in Postwar America
The New Formula for Cool
Cool Capitalism
A Short History of the English People
A Short History of the English People: 1336-1610
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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

the classic bestselling study of the 1960s advertising industry that makes the case that what passes for cultural radicalism isn t radical at all a bristlingly intelligent work an indispensable survival guide for any modern consumer publishers weekly starred review while the youth counterculture remains the most evocative and best remembered symbol of the cultural ferment of the 1960s the revolution that shook american business during those boom years has gone largely unremarked in this fascinating and revealing study thomas frank shows how the youthful revolutionaries were joined and even anticipated by such unlikely allies as the advertising industry and the men s clothing business thomas frank is perhaps the most provocative young cultural critic of the moment new york times book review frank makes an ironclad case not only that the advertising industry cunningly turned the countercultural rhetoric of

revolution into a rallying cry to buy more stuff but that the process itself actually predated any actual counterculture to exploit toronto globe and mail the conquest of cool helps us understand why throughout the last third of the twentieth century americans have increasingly confused gentility with conformity irony with protest and an extended middle finger with a populist manifesto his voice is an exciting addition to the soporific public discourse of the late twentieth century in these times an invaluable argument for anyone who has ever scoffed at hand me down counterculture from the 60s a spirited and exhaustive analysis of the era s advertising wired magazine tom frank is not only old fashioned he s anti fashion with a place in his heart for that ultimate social faux pas leftist politics details

with amusement for all is a sweeping interpretative history of american popular culture providing deep insights into various individuals events and movements leroy ashby explores the development and influence of popular culture from minstrel shows to hip hop from the penny press to pulp magazines from the nba to nascar and much in between by placing the evolution of popular amusement in historical context ashby illuminates the complex ways in which popular culture both reflects and transforms american society he demonstrates a recurring pattern in democratic culture by showing how groups and individuals on the cultural and social periphery have profoundly altered the nature of mainstream entertainment the mainstream has repeatedly co opted and sanitized marginal trends in a process that continues to shift the limits of acceptability ashby describes how social control and notions of public morality often vie with the bold erotic and sensational as entrepreneurs finesse the vagaries of the market and shape public appetites ashby argues that popular culture is indeed a democratic art as it entertains the masses provides opportunities for powerless and disadvantaged individuals to succeed and responds to changing public hopes fears and desires however it has also served to reinforce prejudices leading to discrimination and violence accordingly the study of popular culture reveals the often dubious contours of the american dream with amusement for all never loses sight of pop culture s primary goal the buying and selling of fun ironically although popular culture has drawn an enormous variety of amusements from grassroots origins the biggest winners are most often sprawling corporations with little connection to a movement s original innovators

knowledge work is now the reigning business paradigm and affects even the world of higher education but what perspective can the knowledge of the humanities and arts contribute to a world of knowledge work whose primary mission is business and what is the role of information technology as both the servant of the knowledge economy and the medium of a new technological cool in the laws of cool alan liu reflects on these questions as he considers the emergence of new information technologies and their profound influence on the forms and practices of knowledge

cool it was a new word and a new way to be and in a single generation it became the supreme compliment of american culture the origins of cool in postwar america uncovers the hidden history of this concept and its new set of codes that came to define

a global attitude and style as joel dinerstein reveals in this dynamic book cool began as a stylish defiance of racism a challenge to suppressed sexuality a philosophy of individual rebellion and a youthful search for social change through eye opening portraits of iconic figures dinerstein illuminates the cultural connections and artistic innovations among lester young humphrey bogart robert mitchum billie holiday frank sinatra jack kerouac albert camus marlon brando and james dean among others we eavesdrop on conversations among jean paul sartre simone de beauvoir and miles davis and on a forgotten debate between lorraine hansberry and norman mailer over the white negro and black cool we come to understand how the cool worlds of beat writers and method actors emerged from the intersections of film noir jazz and existentialism out of this mix dinerstein sketches nuanced definitions of cool that unite concepts from african american and euro american culture the stylish stoicism of the ethical rebel loner the relaxed intensity of the improvising jazz musician the effortless physical grace of the method actor to be cool is not to be hip and to be hot is definitely not to be cool this is the first work to trace the history of cool during the cold war by exploring the intersections of film noir jazz existential literature method acting blues and rock and roll dinerstein reveals that they came together to create something completely new and that something is cool

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 show and similar works 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 science and technology analyzing selected audiovisual productions judith kohlenberger sheds light on the interaction between science and popular culture two pivotal sources for change in post industrial america

has coolness conquered our economy

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

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

issue 13 the backlash retrospective part 1 the classical years is the first installment of the baffler s long awaited set of issues focusing on the right baffler writers heap sarcasm and scorn on the founding fathers of organized resentment issue 14 part 2 meltdown examines the waning of the american century and an impending dark age enjoy savage analysis bitter tales incisive essays trenchant reviews and acerbic writing by their cast of young robert nedelkoff david rieff owen hatteras pepsy spengler and others

resituating the term in its neglected sub cultural context this work offers a critical assessment of the generation x phenomenon and its relation to the fashioning of different identities within and against the mainstream topics include punk subculture the internet and alternative music

media studies

party on a study of the intersections of work leisure and education

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