



CHASING COOL

Standing Out
in Today's
Cluttered
Marketplace

NOAH KERNER

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Chasing Cool Chasing Cool

Noah Kerner, Gene Pressman



Chasing Cool Chasing Cool:

Chasing Cool Noah Kerner, Gene Pressman, 2014-02-15 Cool isn't just a state of mind a celebrity fad or an American obsession it's a business In boardrooms across America product managers are examining vodka bottles and candy bars tissue boxes and hamburgers wondering how do we make this thing cool How do we make this gadget into the iPod of our industry How do we do what Nike did How do we get what Target got How do we infuse this product with that very desirable nearly unattainable it factor In this wide ranging exploration the authors Noah Kerner a celebrated marketing maverick and Gene Pressman legendary creative visionary and former co CEO of Barneys New York have uncovered surprising and universal patterns and trends They systematically parse the successes and failures of the last few decades in music and fashion magazines and food spirits and hip hop culture Their discoveries are pulled together in this definitive book on the commerce of cool Nike and Target endure as relevant brands not because of a shortsighted and gimmicky campaign A dash of bling and a viral website don't amass long term value Brands are effectively developed when companies take substantial risk and face the possibility of real failure in order to open up the opportunity for real success Chasing Cool includes interviews with more than seventy of today's most respected innovators from Tom Ford and Russell Simmons to Ian Schrager and Christina Aguilera And through this accomplished assemblage Pressman and Kerner dig beneath the surface and reveal how emphasizing long lasting relevance trumps a fleeting preoccupation with what's hot and what's not In a multidimensional entertaining and eminently readable book that redefines how to appeal to today's savvy consumer Kerner and Pressman explore the lessons to be learned by America's ongoing search for the ever changing concept of cool Readers will learn how to apply these lessons to their own businesses and creative projects in order to stand out in today's cluttered marketplace

Unleashed Harding, Simon, 2012-08-29 This is the first book in the UK or US to set on record the recent cultural phenomenon of the use of certain dog breeds both legal and illegal to convey status upon their owners Such dogs are easily visible on social housing estates throughout the UK and in projects in the USA and provide acquired authority respect power and control However they are increasingly linked to urban street gangs as Weapon Dogs and present a danger to the ordinary public especially those using parks and open spaces with increased injuries being presented at UK hospitals Though initially slow to react local and statutory authorities are now seeking to address the issue through action plans and interventions Written in a fresh engaging and accessible style this unique book contextualizes the phenomenon in terms of sociology criminology and public policy It considers a complex mix of urban and social deprivation social control of public space and the influence of contemporary media imagery and gangsta culture It will make essential reading for academics and policy makers in criminology and criminal justice and those working with animal rights animal welfare groups **High Schoolers, Meet Media Literacy** Jim Wasserman, 2019-06-18 High school students today are no longer insulated from the vicissitudes of messaging counter messaging in today's always available always blaring media coming into their cars homes

and ears through ever more personal devices including the cross accusations of fake news that leave true seekers of information spinning in circles Young people are no longer future consumers as products they are not even old enough to buy are pitched to them while groups with political agendas seek to make future voters already on their team before they first step into a voting booth Fortunately there is now a call for empowering teens with the knowledge and skills to decode such messaging so that they are no longer passive receptacles of messaging but active participants in their own media processing This is the field of media literacy

Street Style Brent Luvaas, 2016-04-07 Winner of the 2019 John Collier Jr Award Street style blogging has experienced a meteoric rise in popularity over the last decade Amateur photographers often with no formal training in fashion have become critical arbiters of taste and trends influencing the representations that appear in magazines and on runways and putting new cities on the fashion world map This cutting edge book documents the evolution of street style photography from the fieldwork photos of early anthropology to the glamorized snapshots that appear on blogs today and explores the structural shifts in the global fashion industry that street style has helped bring about Chronicling author and anthropologist Brent Luvaas experience over three years of blogging through vivid street imagery and rich ethnographic detail this book turns the lens of street style photography back onto anthropology itself arguing that the phenomenon is a powerful mode of amateur ethnography Bloggers blur the distinction between professional and amateur insider and outsider self and brand This book documents that blur from the ground level from the streets of Philadelphia to the sidewalks of New York Fashion Week Street Style is an essential read for students and scholars of fashion anthropology sociology media and cultural studies and fans of street style photography alike

Middle Schoolers, Meet Media Literacy Jim Wasserman, David W. Loveland, 2019-01-19 In a world of media saturation children today are not future consumers of information and goods but targeted participants involved in a game in which they don't know the rules or even that they are playing yet one that will affect them throughout their lives This book is a teaching manual that helps teachers not only explain the concepts of consumer economics and media literacy to middle schoolers but supplies lessons for students to get hands on experience recognizing deconstructing evaluating and choosing for themselves whether to accept the tangible product or intangible message offered Teachers can use the lessons to help students build a toolbox of analytical skills that they can carry with them and develop further throughout the rest of their lives to distinguish information from persuasion from what people tell them they should believe to what the students through critical thinking decide is worthy of their belief

Chasing Cool Brett Rickey, 2007 In Chasing Cool Rickey helps us rediscover what our true pursuits are and realize what a life we can have with Christ

Fashion-Wise Maria Vaccarella, Jacquelyn Foltyn, 2019-01-04 This volume was first published by Inter Disciplinary Press in 2013 Fashion Wise offers an interdisciplinary and transcultural approach to the phenomenon of fashion investigating its historical socio political and artistic aspects The chapters collected in the volume discuss fashion in the contexts of personal and national identity gender politics phenomenology psychoanalysis history

consumer culture ethics education performance studies authenticity disability studies sport and celebrity culture The authors included in this seven part volume not only comment on the ways in which we have been consuming fashion across centuries and cultures but also explore its relevance as a critical subject in cultural studies *The Symbolic Power of Collectible Design* Federica Codignola-Bo,2025-03-20 The cultural and creative industries include organisations that produce and exchange goods characterised by a symbolic value notably higher than their material value and distinguished by what some scholars have defined as artistic creativity Such goods are typically created or produced as unique specimens or limited series Collectible design objects are part of this class of goods The practice of collecting design which has relatively recently gained prominence is increasingly widespread This is demonstrated by a series of circumstances and by parallel evidence emerging from both the market and the contemporary cultural discourse This book is the first to investigate the distinct and fascinating field of collectible design It is an important reference tool and guide for academics researchers students and practitioners in the field and in other disciplines such as cultural economics and cultural studies Representing Islam Kamaludeen Mohamed Nasir,2020-12-01 How do Muslims who grew up after September 11 balance their love for hip hop with their devotion to Islam How do they live the piety and modesty called for by their faith while celebrating an art form defined in part by overt sexuality violence and profanity In *Representing Islam* Kamaludeen Mohamed Nasir explores the tension between Islam and the global popularity of hip hop including attempts by the hip hop ummah or community to draw from the struggles of African Americans in order to articulate the human rights abuses Muslims face Nasir explores state management of hip hop culture and how Muslim hip hoppers are attempting to Islamize the genre s performance and jargon to bring the music more in line with religious requirements which are perhaps even more fraught for female artists who struggle with who has the right to speak for Muslim women Nasir also investigates the vibrant underground hip hop culture that exists online For fans living in conservative countries social media offers an opportunity to explore and discuss hip hop when more traditional avenues have been closed *Representing Islam* considers the complex and multifaceted rise of hip hop on a global stage and in doing so asks broader questions about how Islam is represented in this global community Way Too Cool Shannon Winnubst,2015-09-08 Life liberty and the pursuit of cool have informed the American ethos since at least the 1970s Whether we strive for it in politics or fashion cool is big business for those who can sell it across a range of markets and media Yet the concept wasn t always a popular commodity Cool began as a potent aesthetic of post World War II black culture embodying a very specific highly charged method of resistance to white supremacy and the globalized exploitation of capital *Way Too Cool* follows the hollowing out of coolness in modern American culture and its reflection of a larger evasion of race racism and ethics now common in neoliberal society It revisits such watershed events as the 1960s Civil Rights Movement second wave feminism the emergence of identity politics 1980s multiculturalism 1990s rhetorics of diversity and colorblindness 9 11 and Hurricane Katrina as well as the contemporaneous developments of rising mass

incarceration and legalized same sex marriage It pairs the perversion of cool with the slow erasure of racial and ethical issues from our social consciousness which effectively quashes our desire to act ethically and resist abuses of power The cooler we become the more indifferent we grow to the question of values particularly inquiry that spurs protest and conflict This book sounds an alarm for those who care about preserving our ties to an American tradition of resistance **Brutal** Samwise Didier,2020-10-20 The rst monograph by the art director for leading video game company Blizzard Entertainment Bru tal The Art of Samwise is a career spanning art book that assembles the many artistic creations of world renowned artist Samwise Didier into one volume For nearly thirty years Samwise s unique art style which combines the use of bold colors visual storytelling and a touch of humor has been featured in numerous art books illustrated novels album covers comic books and video games and is instantly recognizable to his legions of fans Bru tal The Art of Samwise celebrates all the artistic creations of Samwise s imagination including many images never seen before from his personal archives This book also contains selections of Samwise s favorite and most iconic images he created for the video game company Blizzard Entertainment where he has worked since 1991 As a senior art director for Blizzard Samwise was responsible for directing the art style for Warcraft StarCraft and Heroes of the Storm as well as for creating artwork for the World of Warcraft Hearthstone and Diablo franchises **Supplementary Code of Fair Competition for the Kiln, Cooler and Dryer Manufacturing Industry (a Division of the Machinery and Allied Products Industry) as Approved on June 12, 1934** United States. National Recovery Administration,1934 **Superior Customer Value** Art Weinstein,D. Hank Ellison,2012-02-24 A customer centric culture provides focus and direction for the organization ensuring that exceptional value will be offered to customers this in turn results in enhanced market performance Unfortunately caught up in the daily economic and competitive pressures of running complex and fast changing businesses managers may lose sight of custo **Managing Industrial Services** Thomas Friedli,Philipp Osterrieder,Moritz Classen,2021-06-23 The increasing importance of industrial services and rapid digitalization towards smart and remote services pose opportunities as well as challenges to the manufacturing sector This book provides a holistic understanding of industrial service management and guides companies into building capabilities and management practices for smart and remote services By combining insights from research and practice it offers a unique perspective on the core and enabling activities of manufacturing companies for growth in the service business In essence the first part covers action based research findings regarding service strategy organizational design service innovation service sales services operations and customer relationship management together with insights into value networks The second part introduces outstanding practices from leading manufacturing companies in industrial and smart services The book concludes with a summary of key messages and recommendations to navigate the landscape of industrial and smart service management successfully **The London Dream** Chris McMillan,2020-08-28 The London Dream tells the story of a city that promises opportunity excitement and the possibility of prosperity It is a mythology has

launched millions of migrant journeys No one benefits more from the flow of willed and willing workers than London s
 employers And still they come They come to a city propelled by a newly cool capitalism and hungry for workers to serve it
 From actors to cleaners academics to caf workers The London Dream explores the stories of Londoners chasing the dreams
 offered by the city and the economy within which their precarious hopes become profits **Dragon Soul Agent** Quan
 ZhangTianXia,2020-09-13 He was a super secret service agent and a judge in the dark world He was also a terrifying
 mercenary king For his friend he would stab him in both ribs For his beauty he would dye his battle robe with blood All for
 the sake of this belief he once again descended upon the capital of the Hua Clan He was as domineering as a dragon
 determined to trample all the enemies of the past beneath his feet At this point in time there was another legend of a super
 secret service agent in the city *Broken Fables* Nathan Myers,Luke Fisher,2001-09 Broken lines broken strings Broken
 threads broken springs Broken idols broken heads People sleeping in broken beds Ain t no use jiving Ain t no use joking
 Everything is broken Bob Dylan Special Rider Music 1989 **Les Prés St. Gervais, comic opera in 3 acts ... Translated**
into English by R. Reece. [Vocal score.] Charles Lecocq,1874 Animals with Fins, Animals with Fur Kelly
 Gaffney,2012-07 This title has paired text with Lea wants a rabbit

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