



CHASING COOL

Standing Out
in Today's
Cluttered
Marketplace

NOAH KERNER

GENE PRESSMAN

Chasing Cool Chasing Cool

SA Adler



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

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 **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 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

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

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

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

Les Prés St. Gervais, comic opera in 3 acts ... Translated into English by R. Reece. [Vocal score.] Charles Lecocq,1874 *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

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

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