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# the conquest of cool

Business Culture, Counterculture, and the  
Rise of Hip Consumerism

thomas frank

# The Conquest Of Cool Business Culture

**Thomas Bergler**



## **The Conquest Of Cool Business Culture:**

**The Conquest of Cool** Thomas Frank, 1997-12-08 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 Conquest of Cool** Thomas Frank, 1998-10-21 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 Gerald Marzorati New York Times Book Review An indispensable survival guide for any modern consumer Publishers Weekly starred 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 Geoff Pevere 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 T J Jackson Lears 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 Brad Wiener's 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 Roger Trilling Details

The Cult of Creativity Samuel W. Franklin, 2023-04-18 A history of how in the mid-twentieth century we came to believe in the concept of creativity Creativity is one of American society's signature values Schools claim to foster it businesses say they thrive on it and countless cities say it's what makes them unique But the idea that there is such a thing as creativity and that it can be cultivated is surprisingly recent entering our everyday speech in the 1950s As Samuel W. Franklin reveals postwar Americans created creativity through campaigns to define and harness the power of the individual to meet the demands of American capitalism and life under the Cold War Creativity was championed by a cluster of professionals psychologists engineers and advertising people as a cure for the conformity and alienation they feared was stifling American ingenuity It was touted as a force of individualism and the human spirit a new middle-class aspiration that suited the needs of corporate America and the spirit of anticommunism Amid increasingly rigid systems creativity took on an air of romance it was a more democratic quality than genius but more rarified than mere intelligence The term eluded clear definition allowing all sorts of people and institutions to claim it as a solution to their problems from corporate dullness to urban decline Today when creativity is constantly sought after quantified and

maximized Franklin's eye opening history of the concept helps us to see what it really is and whom it really serves

Beyond Exoticism Timothy D. Taylor, 2007-03-05 Study of how systems of power and domination have shaped representations of otherness in music      **Jacques Lacan and the Other Side of Psychoanalysis** Justin Clemens, Russell Grigg, 2006-05-23 Articles by noted Lacanian psychoanalysts and scholars discussing issues that emerge in Lacan's Seminar XVII newly translated that import fields of psychoanalysis philosophy political theory cultural studies and literary studies

The Blackwell Cultural Economy Reader Ash Amin, Nigel Thrift, 2008-04-15 This Reader brings together the exciting and innovative work that has appeared in the last 10 years in the growing field of cultural economy Brings together exciting and innovative work from the last ten years in the emerging field of cultural economy Contains a substantial introduction by the editors on the main strands and history of the cultural economy approach Shows how the pursuit of prosperity always involves multiple and hybrid orderings that cannot be reduced to either the terms culture or economy Shows that thinking about cultural economy is both a substantive task and a valuable contribution to knowledge Material is organised around different links in the value chain      **Culture and Consumption II** Grant David McCracken, 2005-07-22 New insights into modern consumer culture by a master critic      Culture from the Slums Jeff Hayton, 2022 Culture from the Slums explores the history of punk rock in East and West Germany during the 1970s and 1980s examining how youths mobilized music to build alternative communities and identities during the Cold War and detailing how punk became the site of historical change on both sides of the Iron Curtain      **Cultural Strategy** Douglas Holt, Douglas Cameron, 2010-10-28 Cultural Strategy provides a step by step guide for managers and entrepreneurs to building businesses based upon innovative ideologies ideas that leverage social change and needs Analyzing classic cases such as Nike Starbucks Marlboro Jack Daniels and Ben Jerry's Holt and Cameron show how the theory works as an actionable strategy      The Aesthetics of Cultural Studies Michael Bérubé, 2008-04-15 The subject of the aesthetic has returned to cultural and literary debates with a vengeance The Aesthetics of Cultural Studies is a timely and authoritative collection of essays that analyze the role of aesthetics in American and British cultural studies and reflect on its recuperation in the field Contains first rate original essays that analyze the role of aesthetics in American and British cultural studies and reflect on its recuperation in the field Contributors are leading scholars internationally based Includes substantial introductory material by the editor      Rich, Free, and Miserable John Brueggemann, 2023-06-14 Compared to much of the rest of the world America and its citizens are rich But many people are also deeply miserable at work at home or both In this provocative book author John Brueggemann unpacks why so many people are struggling both emotionally and financially in a nation that looks so prosperous on the surface From a hospital patient reduced to a balance sheet to a parent working such long hours that he misses dinner Brueggemann argues that market thinking has permeated every corner of our lives In the pursuit of more and better relationships erode to the detriment of individuals communities and the nation as a whole Rich Free and Miserable not only outlines these pressing

social problems but also offers practical suggestions for people looking to make a positive change

**Buying and Believing** Steven Kemper, 2001-05 Advertising is a central part of the global system of commerce and culture Every day it exposes consumers around the world to practices associated with the West urban life prosperity and modernity One consequence of this exposure is that it frees people's imaginations from time and place and imposes a new and foreign reality In this book Steven Kemper looks at a parallel trend arguing that advertising firms in Nairobi Caracas and Colombo also domesticate the imagination insinuating images into people's minds of the traditional as well as the modern the local as much as the global Drawing upon fieldwork conducted over thirty years Kemper examines the Sri Lankan advertising industry to show how executives draw on their skills as folk ethnographers to Sri Lankanize commodities and practices to make them locally desirable essentially producing new forms of Sri Lankan culture Addressing many of the most pressing agendas of contemporary anthropology *Buying and Becoming* breaks new ground in studies of culture and globalization

*Made to Break* Giles Slade, 2006-04-15 Listen to a short interview with Giles Slade Host Chris Gondek Producer Heron the contest for market dominance between GM and Ford the struggle for a national communications network the development of electronic technologies and with it the avalanche of electronic consumer waste that will overwhelm America's landfills and poison its water within the coming decade History reserves a privileged place for those societies that built things to last forever if possible What place will it hold for a society addicted to consumption a whole culture made to break This book gives us a detailed and harrowing picture of how by choosing to support ever shorter product lives we may well be shortening the future of our way of life as well

**Hell on Wheels** David Blanke, 2007 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

**Designing Modern Childhoods** Marta Gutman, Ning De Coninck-Smith, 2008 In the book architectural historians social historians social scientists and architects examine the history and design of places and objects such as schools hospitals playgrounds houses cell phones snowboards and even the McDonald's Happy Meal

**The Palgrave Handbook of Critical Music Industry Studies** David Arditi, Ryan Nolan, 2024-09-28 The Handbook of Critical Music Industry Studies provides students and researchers with the means to think about how the performance recording and publishing of music could be if we do things differently People are hungry for a more equitable music performance and recording system The industry exudes patriarchy white supremacy cultural imperialism ableism and worker exploitation In the context of gendered e.g. MeToo and TimesUp and racialized e.g. Black Lives Matter inequity rampant precarity and casualization and modes of musical dissemination that are changing faster than policymakers and regulatory bodies can keep up with the timing for assembling such an interdisciplinary collection could not be more appropriate Essays in this handbook will tackle power

structures at root in the music industry and the academic study of the field Topics covered include the politics of representation and power in the global music industries the labor of music music as media including data and algorithmic culture and copyright intellectual property among others Chapter 35 is available open access under a Creative Commons Attribution 4.0 International License via link [springer.com](https://www.springer.com) **Brand Management** Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre, 2008-12-19 For over two decades it has been argued that the brand is an important value creator and should therefore be a top management priority However the definition of what a brand is remains elusive This comprehensive textbook presents the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years Taking a multi disciplinary approach and offering an exhaustive analysis of brand research literature it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand **Brand Management Research Theory and Practice** fills a gap in the market providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches and offers in depth insight into the opening question of almost every brand management course What is a brand **Popular Ideologies** Susan Smulyan, 2010-03-12 Smulyan demonstrates that popular culture represented more than just escape during the twentieth century s formative period Far from providing an ideology free zone popular products and entertainments served as an arena where producers attempt to impose notions of race class gender and nationhood and consumers react to such impositions **Poland in Transatlantic Relations after 1989** Małgorzata Zachara, 2018-01-23 This volume brings together a number of scholars from a variety of disciplines to examine the phenomenon of the transformation of Poland within the context of regional and global power relations focusing in particular on analyses of the country s political and social development within the area of transatlantic relations It provides a distinct view on the current dynamics and future perspectives of the transatlantic alliance At a time when the story of Poland as the shining example of post Communist success and European integration has been interrupted several other leading narratives of the Western world also appear to be in danger western values cannot be considered to be universal the message of globalization has lost its power and the structure of the international order is described in increasingly delusional terms The study sheds light on features of Poland s performance on the regional scene and will stimulate discussion about the lessons that may be learned from the Polish experience by other states facing the challenges of transformation The last 25 years of Polish history represent the unquestioned success of this political concept Poland has become an independent actor able to take responsibility for its own future thanks to the favorable configuration of global powers and the support provided by international leaders Was this merely a historical episode that created an opportunity for one actor Can this scenario be repeated Under what conditions **The Juvenilization of American Christianity** Thomas Bergler, 2012-04-20 Pop worship music Falling in love with Jesus Mission trips Wearing jeans and T shirts to church Spiritual searching and church hopping Faith based political activism

Seeker sensitive outreach These now commonplace elements of American church life all began as innovative ways to reach young people yet they have gradually become accepted as important parts of a spiritual ideal for all ages What on earth has happened In *The Juvenilization of American Christianity* Thomas Bergler traces the way in which over seventy five years youth ministries have breathed new vitality into four major American church traditions African American Evangelical Mainline Protestant and Roman Catholic Bergler shows too how this juvenilization of churches has led to widespread spiritual immaturity consumerism and self centeredness popularizing a feel good faith with neither intergenerational community nor theological literacy Bergler s critique further offers constructive suggestions for taming juvenilization Watch the trailer

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