



seem to offer instructive examples of the worst practices and circumstances. This "How Things Worked" volume explains market mechanisms, popular pressures, and the workings or failings of regulation. While every drop in the economy has its peculiar features, that of 1929 has the markings of a classic"--

The word "luxury" has almost lost its meaning. Once used to describe genuinely prestigious products or places, the concept of luxury has been hijacked by a multitude of aspiring or overpriced commodities, from foot spas to chocolates. So what is real luxury? Which are the genuine luxury brands, and how have they reacted to the rise of the "mass luxury" sector? What strategies do they use to lift themselves into the realm of the truly elite? Who are their customers - and what kind of lives do these remarkable people lead? How do luxury brands attract and retain them? And above all, where can the industry turn now excess is out of fashion? With wit, accuracy and insatiable curiosity, Luxury World takes us on a voyage around the luxury universe, slipping behind the facades of the world's most sophisticated businesses to demonstrate how they function. Among other destinations, Luxury World visits Swiss watchmakers, the Champagne houses of France, the diamond district of Antwerp, the luxury enclave of Monte Carlo, the discreet ateliers of the last craftsmen and a host of brands in Paris - the self-proclaimed capital of elegance. Along the way, he uncovers the true face of today's luxury industry.

The study of the reciprocal relationship between the Bible and popular culture has blossomed in the past few decades, and the time seems ripe for a broadly-conceived work that assesses the current state of the field, offers examples of work in that field, and suggests future directions for further study. This Handbook includes a wide range of topics organized under several broad themes, including biblical characters (such as Adam, Eve, David and Jesus) and themes (like Creation, Hell, and Apocalyptic) in popular culture; the Bible in popular cultural genres (for example, film, comics, and Jazz); and "lived" examples (such as museums and theme parks). The Handbook concludes with a section taking stock of methodologies and the impact of the field on teaching and publishing. The Oxford Handbook of the Bible and American Popular Culture represents a major contribution to the field by some of its leading practitioners, and will be a key resource for the future development of the study of both the Bible and its role in American popular culture.

Corrupted Democracy, Rogue State Russia, and the Richest, Most Destructive Industry on Earth

Views from at Home and Abroad

Adland

Branded Beauty

Dreams of Flight

Eighteenth-Century Escape Tales

My Old Kentucky Home

*NASA discovered the alien ship lurking in the asteroid belt in the 1960s. They kept the Target under intense surveillance for decades, letting the public believe they were exploring the solar system, while they worked feverishly to refine the technology needed to reach it.*

*Beauty is a multi-billion dollar global industry embracing make-up, skincare, hair care, fragrances, cosmetic surgery - even tattooing and piercing. Over the years it has used flattery, seduction, science and shame to persuade consumers that they'll have to invest if they want to look their best. In Branded Beauty, Mark Tungate delves into the history and evolution of the beauty business. From luxury boutiques in Paris to tattoo parlours in Brooklyn, he talks to the people who've made skin their trade. He analyses the marketing strategies used by those who create and sell beauty products. He visits the labs where researchers seek the key to eternal youth. He compares attitudes to beauty around the world and examines the rise of organic beauty products. Full of fascinating detail on great names such as Rubinstein and Arden, Revlon, Estée Lauder, L'Oréal and Max Factor, Branded Beauty also considers the future of the beauty business.*

*Travel around the United States of America with twins Finn and Molly in this new chapter book series that highlights a different state in each book! This time, they're in California! Magic and mystery from sea to shining sea! Finn and Molly are magically transported to San Francisco, California, where they must help wildfire refugees before returning home to Ohio. Each Magic on the Map book includes a map of the US, a map of the state that Finn and Molly visit, and 10 amazing facts about that state!*

*Travel as a concept is universally attractive and the opportunities for fun, engaging branding and marketing in this sector are arguably limitless. Glamour and appeal aside, travel is a hugely competitive, multi-million pound industry and marketers of all sectors can learn important lessons from it. Catering for mass consumer travel, from business travel and adventure travel, to specialist and niche interests, the providers of escape have been impacted as much by technology as they have by the changing habits and desires of travellers themselves. The Escape Industry presents an expert view of travel marketing and branding, focusing particularly on how travel has been utterly transformed for both consumers and providers since the beginning of the 21st century. Mark Tungate focuses on some of the travel industry's most famous brands and shares how all marketers can learn from the industry's rich experience of digital transition. Tungate traces the evolution of this fascinating industry, from nineteenth century trailblazers such as Thomas Cook and The Ritz, to today's innovations such as TripAdvisor, Couchsurfing and Airbnb, and explores the branding secrets that have enabled them to survive. A lively read full of incidents, anecdotes, unexpected encounters and a ground-breaking report from the final frontier and space tourism, The Escape Industry is at the cutting edge of this attractive sector, examining some of the biggest names in the industry. It will take travel and tourism students, as well as marketing and branding practitioners, on a journey to the heart of a rapidly changing business.*

Typewriters

The Escape Artist

Strategy That Works

Essays on the Social Function of Iconic Texts

Escape from Southern Rhodesia before Zimbabwe

How and Why Books Matter

How Iconic and Innovative Brands Built the Travel Business

*A personal inquiry into the near-mythic life and canonical work of the late author of The Catcher in the Rye draws on in-depth interviews to discuss his Park Avenue childhood, work with the New Yorker and decision to live in isolation. 10,000 first printing.*

*"An alt-futuristic hard-science thriller with twists and turns you'll never see coming. I couldn't put it down." —Felicia Day, founder of Geek & Sundry It's the year 2147. Advancements in nanotechnology have enabled us to control aging. We've genetically engineered mosquitoes to feast on carbon fumes instead of blood, ending air pollution. And teleportation has become the ideal mode of transportation, offered exclusively by International Transport—a secretive firm headquartered in New York City. Their slogan: Departure... Arrival... Delight! Joel Byram, our smartass protagonist, is an everyday twenty-fifth century guy. He spends his days training artificial-intelligence engines to act more human, jamming out to 1980's new wave—an extremely obscure genre, and trying to salvage his deteriorating marriage. Joel is pretty much an everyday guy with everyday problems—until he's accidentally duplicated while teleporting. Now Joel must outsmart the shadowy organization that controls teleportation, outrun the religious sect out to destroy it, and find a way to get back to the woman he loves in a world that now has two of him.*

*When General Motors and Chrysler declared bankruptcy in 2009 and immediately targeted thousands of dealerships for closure, tens of thousands of jobs and billions of dollars were on the line. Staring down two of the largest manufacturers in the world - as well as President Obama's Automotive Task Force - a determined triumvirate of car dealers banded together and went to Washington, D.C. to make their voices heard. Alan and Alison Spitzer's fast-paced memoir takes readers behind the scenes as "citizen's lobbyists" traverse throughout all of the major corridors of power in the nation's capital to make their case and bring justice to thousands of small business across the country.*

*Next Practice now trumps Best Practice. The Holy Grail that mammoth Fortune 500 companies, nimble start-ups and driven individuals eagerly seek in their quest for success. With norms hyper disrupted in the post-Covid economy and innovation waves getting shorter and quicker, the race to be first in innovation is now nail-bitingly intense. Design thinking, Blue Ocean, Working Backwards - there are innovation frameworks to fit every need and context.Yet it remains elusive. What if humans were simply not made to innovate? That our brains were designed to be efficient, not innovative, to ensure we survived as a species. In this surprisingly myth-busting book, Andreas Raharso debunks the assumption that human beings can continue thinking bigger and creating better as long as we have the right tools. Using research spanning from Nobel Laureate Herbert Simon's findings, the latest in MIT cognitive science labs and Nobel Prize winner Daniel Kahneman's groundbreaking work on System 1 and System 2 of the human brain, he proves that we can innovate only if we are able to escape from System 1. In a clear step-by-step way, Dr. Raharso shows us how to unlock ourselves from System 1, and swiftly trail blaze with an avant-garde course of action to be the first, and the best, next big thing.*

A Guide for Financial Analysis

How the Economic Boom and Bust of the 1920s Worked