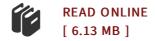


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## Beauty Imagined: A History of the Global Beauty Industry

By Geoffrey Jones

Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Beauty Imagined: A History of the Global Beauty Industry, Geoffrey Jones, The global beauty business permeates our lives, influencing how we perceive ourselves and what it is to be beautiful. The brands and firms which have shaped this industry, such as Avon, Coty, Estee Lauder, L'Oreal, and Shiseido, have imagined beauty for us. This book provides the first authoritative history of the global beauty industry from its emergence in the nineteenth century to the present day, exploring how today's global giants grew. It shows how successive generations of entrepreneurs built brands which shaped perceptions of beauty, and the business organizations needed to market them. They democratized access to beauty products, once the privilege of elites, but they also defined the gender and ethnic borders of beauty, and its association with a handful of cities, notably Paris and later New York. The result was a homogenization of beauty ideals throughout the world. Today globalization is changing the beauty industry again; its impact can be seen in a range of competing strategies. Global brands have swept into China, Russia, and India, but at the same time, these brands are having to respond to ...



## Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion. -- Andres Bashirian

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out. -- Lacy Goldner