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Branded Beauty: How Marketing Changed the Way We Look

Mark Tungate

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Mark Tungate : Branded Beauty: How Marketing Changed the Way We Look before purchasing it in order to gauge whether or not it would be worth my time, and all praised Branded Beauty: How Marketing Changed the Way We Look:

0 of 0 people found the following review helpful. Great find!By EclipseVery interesting read. I would recommend this book.2 of 2 people found the following review helpful. Beauty History Marketing 101By Rex RomanovBranded Beauty is a great factual History Book of the Cosmetics/Beauty Industry. You get a front row seat of the behind the scenes and birth of many of the "Big Players"...Global views from Elizabeth Arden USA to L'Oreal Paris show how the now Ultra-Glam got their starts. I have had more fun and enjoyed reading this from cover to cover. In addition to

the interesting History of Beauty, it also presents a perfectly focused marketing study of just "Why We Buy"! A great read for sure. 2 of 2 people found the following review helpful. BEAUTY OVERVIEW By Federico Legorreta
Tungate's book on the Beauty industry is a short course on how the iconic beauty brands have flourished in the global market. I expected a bit more in depth analysis on the social impact. Very good informative reading!

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.

"Readers will enjoy Tungate's storytelling, and he includes helpful bullet points that summarize each chapter. ...Chapters that discuss the rising popularity of tattooing, cosmetic surgery, digital marketing, and ethical and sustainable products are of particular interest and could be useful in forecasting trends. ...Summing Up: Recommended. General readers and lower-division students."