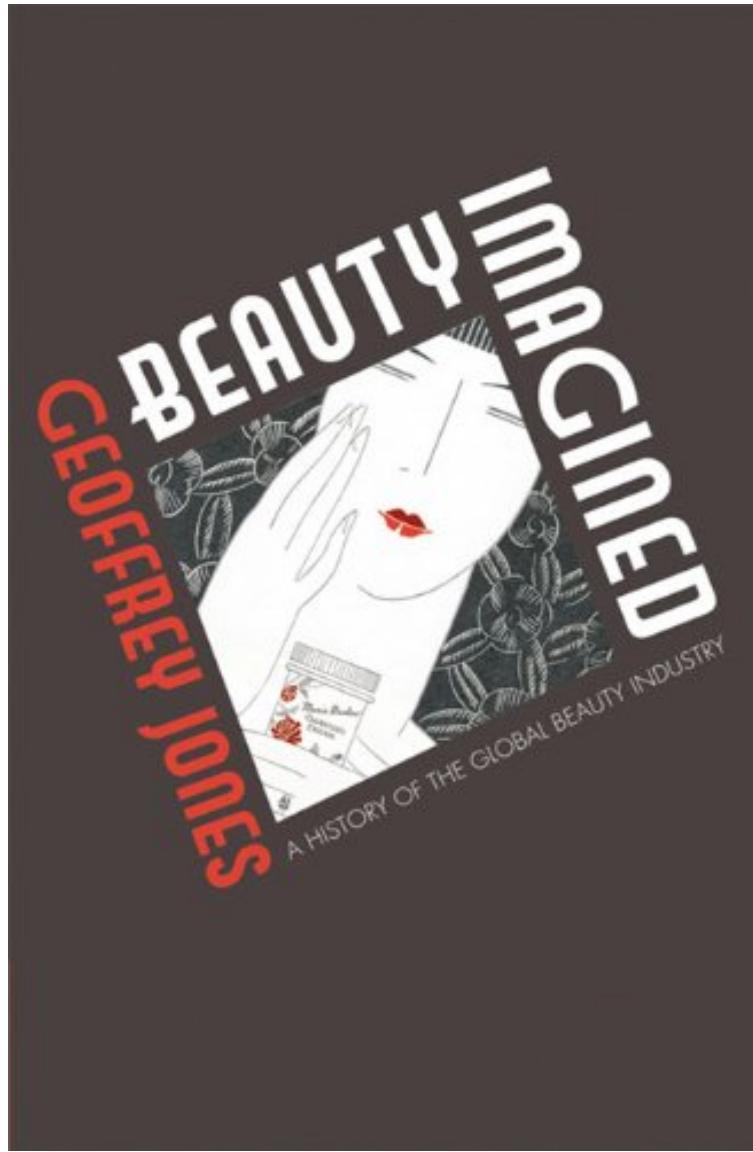


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Geoffrey Jones : Beauty Imagined: A History of the Global Beauty Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised *Beauty Imagined: A History of the Global Beauty Industry*:

1 of 1 people found the following review helpful. **Business more than beauty**By Kindle fanThis is a thoroughly researched, very detailed book on the history of the beauty business - since beauty products started to be produced at an industrial scale. However, there is too much discussion of the business side - and not enough on the marketing aspect, which would have interested me more. A good editor would have been useful - there are a lot of repetitions and mistakes.6 of 6 people found the following review helpful. **Compelling and insightful**view into the business of

beautyBy VTExcellent comprehensive study of the beauty industry written by a leading Harvard business historian. Insightful analysis of the competitive dynamics of the industry sprinkled with delicious anecdotes about the personalities behind today's iconic beauty brands make this an educational and truly enjoyable read. It has become my gift of choice this year for beauty enthusiasts, brand makers and business historians alike.1 of 1 people found the following review helpful. Really interesting and easy to readBy Hubinthanks to the summary at the end of each chapter that render the beauty industry perfectly understandable in a really short time...

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'Oréal, 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 a far greater diversity of cultures and lifestyles as new markets are opened up worldwide. In the twenty first century, beauty is again being re-imagined anew.