

The Globalization Of Beauty

In *Sport Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport* leading scholars from five continents explore the socio-cultural and political aspects of sport media vectors. The book covers a complementary range of topics: esports; livestreaming; traditional linear broadcasting; gender, sexual orientation and masculinities in sport media; global comparisons; media and technological implications of sport; and audience study. The book plays an important role in understanding the globalization of live sport from the sport media point of view, which has not been widely investigated. However, due to recent demand by fans to consume and engage with live sport and the concomitant growth of digital platforms supplying fans with access and enhancing their consumption experience, it is gaining importance and attention in the field. Consequently, a common thread is a focus on the intersection between scholarly work and its convergence with and practical relevance for industry practice.

The Beauty Trade is an analysis of the globalization of beauty products, practices, and ideas, as seen through the lives of youth in Mexico. Far from frivolous, the beauty economy is key to youth's social and economic development.

The Beauty Trade: Youth, Gender, and Fashion Globalization Oxford University Press

Research paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,9, Karlshochschule International University (BWL - International Marketing Strategy), course: BWL - International Marketing Strategy, language: English, abstract: This research paper is dealing with the issue of multinational companies (MNCs) which want to operate successfully by using the theoretical approach of Bartlett and Ghoshal. Begley and Boyd go on from Bartlett and Ghoshal's scientific findings and describe this challenge as the dilemma of "global consistency versus local responsiveness". Therefore there is no general best global strategy. The best way to operate in a certain market depends on the company's environment and on its aim. The Globalization Strategy seeks for efficiency whereas the Multidomestic Strategy seeks for effectiveness. To be more precisely: according to Gupta and Govindarajan the general aim of the Globalization Strategy is expanding the economies of scale and scope and the general aim of the Multidomestic Strategy is the local adaption of products, services and processes. Consequently by using this strategy a company can increase market share, improve price realization and be able to compete better against local competition. But with the Globalization Strategy it can spread fixed costs, reduce capital and operating costs per unit and gain price advantage of suppliers. While MNCs have to take into consideration a number of disadvantages when using one of these strategies, Bartlett and Ghoshal who were the first ones to provide a useful typology of MNCs, are sure that for most worldwide companies the key to global success is, being able to manage and coordinate their operations without losing flexibility. A MNC should be able to "think globally and act locally". This requires the combination of both mentioned strategies and corresponds to the Transnational Strategy.

How transnational modernity is taking shape in and in relation to Asia Fashion and Beauty in the Time of Asia considers the role of bodily aesthetics in the shaping of Asian modernities and the formation of the so-called "Asian Century." S. Heijin Lee, Christina H. Moon, and Thuy Linh Nguyen Tu train our eyes on sites as far-flung, varied, and intimate as Guangzhou and Los Angeles, Saigon and Seoul, New York and Toronto. They map the transregional connections, ever-evolving aspirations and sensibilities, and new worlds and life paths forged through engagements with fashion and beauty. Contributors consider American influence on plastic surgery in Korea, Vietnamese debates about "the

fashionable," and the costs and commitments demanded of those who make and wear fast fashion, from Chinese garment workers to Nepalese nail technicians in New York who are mandated to dress "fashionably." In doing so, this interdisciplinary anthology moves beyond common characterizations of Asians and the Asian diaspora as simply abject laborers or frenzied consumers, analyzing who the modern Asian subject is now: what they wear and how they work, move, eat, and shop.

This completely revised and updated 3rd edition of Smith's classic is edited by Dr. Frank A. Nesi, who assisted Dr. Smith with the first edition. It offers a comprehensive, in-depth approach that covers the basic principles of ophthalmic plastic surgery.

This book consists of a collection of essays that deal with glocalization in Europe, including the idea of Europeanization as glocalization. The contributors deal with a range of topics including migration, media, football, beauty, Christianity, democracy and the European Union. Globalization and economic restructuring have decimated formal jobs in developing countries, pushing many women into informal employment such as direct selling of cosmetics, perfume, and other personal care products as a way to "make up the difference" between household income and expenses. In Ecuador, with its persistent economic crisis and few opportunities for financially and personally rewarding work, women increasingly choose direct selling as a way to earn income by activating their social networks. While few women earn the cars and trips that are iconic prizes in the direct selling organization, many use direct selling as part of a set of household survival strategies. In this first in-depth study of a cosmetics direct selling organization in Latin America, Erynn Masi de Casanova explores women's identities as workers, including their juggling of paid work and domestic responsibilities, their ideas about professional appearance, and their strategies for collecting money from customers. Focusing on women who work for the country's leading direct selling organization, she offers fascinating portraits of the everyday lives of women selling personal care products in Ecuador's largest city, Guayaquil. Addressing gender relations (including a look at men's direct and indirect involvement), the importance of image, and the social and economic context of direct selling, Casanova challenges assumptions that this kind of flexible employment resolves women's work/home conflicts and offers an important new perspective on women's work in developing countries.

Eleven anthropological essays presented by field researchers Wu and Cheung discuss a wide-ranging area of topics related to the meaning of Chinese food to understanding human culture. Noting that the study of Chinese food practices have attracted little study precisely because of the relative absence of food taboos or food-connected emotionalism (compare, for example, Jewish, Catholic, or Islamic prescriptions on food), the editors argue that an ethnography of food in China can tell us a lot about Chinese cultural practices in the era of globalization. The papers look at the preparation and consumption of Chinese food within China, among the Chinese Diaspora, and in the wider world.

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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, Estée 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.

This engaging introduction to Japan's burgeoning beauty culture investigates a wide range of phenomenon—aesthetic salons, dieting products, male beauty activities, and beauty language—to find out why Japanese women and men are paying so much attention to their bodies. Laura Miller uses social science and popular culture sources to connect breast enhancements, eyelid surgery, body hair removal, nipple bleaching, and other beauty work to larger issues of gender ideology, the culturally-constructed nature of beauty ideals, and the globalization of beauty technologies and standards. Her sophisticated treatment of this timely topic suggests that new body aesthetics are not forms of "deracialization" but rather innovative experimentation with identity management. While recognizing that these beauty activities are potentially a form of resistance, Miller also considers the commodification of beauty, exploring how new ideals and technologies are tying consumers even more firmly to an ever-expanding beauty industry. By considering beauty in a Japanese context, Miller challenges widespread assumptions about the universality and naturalness of beauty standards.

What is driving the globalization of cosmetic surgery? Using BRIC (Brazil, Russia, India, China) countries as a model, this master's thesis systematically identifies and analyzes (1) the origins of cosmetic surgery in historical, regional, and country-specific terms, and (2) examples of how cosmetic surgery has become normalized. As a result, clear patterns emerge in regards to: embedded power structures related to racism and war; the results of Western interests rapidly opening countries' markets to high media and corporate influence--especially in the wake of political oppression and austerity; the exacerbation of pre-existing class, color, race, and gender prejudice by hyper-consumerism; the perception of the beauty industry and global beauty pageants as a gateway to the "modern" world's stage; and the practice of "Westernized" cosmetic surgery becoming synonymous with concepts of status, upward mobility, and a social transition to global citizenship. These overall patterns allowed for the subsequent analysis of a third key question: (3) Who ultimately benefits from mass-consumer cosmetic surgery? Following a comprehensive comparative analysis and a sustained theoretical framework concluding with a Foucauldian explanation of relationships of force, I argue that the globalization of cosmetic surgery is driven by pre-existing sociohistorical power structures that serve the status quo--benefitting exclusionary cultural, cosmetic, and corporate systems from the West (and those who run them), and thereby precluding authentic opportunities for individual enfranchisement via cosmetic surgery on a macro level. Furthermore, I argue that by constructing and labeling "modernity" in terms that benefit the status quo and reflect historical relationships of force, developed nations maintain hegemonic control in their own image; meaning that fast-developing countries must follow existing neoliberal consumer models if they want to enter the global stage--and look the part. Accordingly, the racist and bellicose discursive origins of cosmetic surgery are an inconvenient truth that "modern" cosmetic surgery culture seeks to ignore in order to self-perpetuate and evolve with the demands of capitalism. Recommendations for future study in this field include the industries of medical tourism, skin lightening products, and tissue harvesting, as well as an expanding market of cosmetic surgery for teens and children.

Cosmic evolution leads from symmetry to complexity by symmetry breaking and phase transitions. The emergence of new order and structure in nature and society is explained by physical, chemical, biological, social and economic self-organization, according to the laws of nonlinear dynamics. All these dynamical systems are considered computational systems processing information and entropy. Are symmetry and complexity only useful models of science or are they universals of reality? Symmetry and Complexity discusses the fascinating insights gained from natural, social and computer sciences, philosophy and the arts. With many diagrams and pictures, this book illustrates the spirit

experiences and thoughts of the Pacific War.

The Global Beauty Industry is an interdisciplinary text that uses beauty to explore topics of gender, race, class, colorism, nation, bodies, multiculturalism, transnationalism, and intersectionality. Integrating materials from a wide range of cultural and geo-political contexts, it coalesces with initiatives to produce more internationally relevant curricula in fields such as sociology, as well as cultural, women's/gender, media, and globalization studies.

This volume expands the field of consumer behavior in marketing in order to understand the "real world", of underserved and underexplored populations, modern-day social issues, and power and agency. Connecting with others is a fundamental human requirement to survive and thrive psychologically, spiritually, and physically, for both individuals and society. Rather than focusing on normative marketing concepts, this book encourages readers to explore new substantive domains, and analyze them from a holistic perspective. It is organized into four sections, namely "marketing to consumers as..." (1) "mindful, happy and social", (2) "intersectional, diverse, and inclusive", (3) "information seekers", and (4) "social change agents". Consisting of fifteen chapters written by leading scholars in marketing, specific topics considered here include mindfulness, happiness, loneliness, sex and gender in advertising, privacy, skin lightening, information overload, health and technology, mitigating extremism, charitable behavior, and corporate social responsibility, among others.

Cities are often thought to be separate from nature, but recent trends in ecocriticism demand that we consider them as part of the total environment. This new collection of essays sharpens the focus on the nature of cities by exploring the facets of an urban ecocriticism, by reminding city dwellers of their place in ecosystems, and by emphasizing the importance of this connection in understanding urban life and culture. The editors—both raised in small towns but now living in major urban areas—are especially concerned with the sociopolitical construction of all environments, both natural and manmade. Following an opening interview with Andrew Ross exploring the general parameters of urban ecocriticism, they present essays that explore urban nature writing, city parks, urban "wilderness," ecofeminism and the city, and urban space. The volume includes contributions on topics as wide-ranging as the urban poetry of English writers from Donne to Gay, the manufactured wildness of a gambling casino, and the marketing of cosmetics to urban women by idealizing Third World "naturalness." These essays seek to reconceive nature and its cultural representations in ways that contribute to understanding the contemporary cityscape. They explore the theoretical issues that arise when one attempts to adopt and adapt an environmental perspective for analyzing urban life. The Nature of Cities offers the ecological component often missing from cultural analyses of the city and the urban perspective often lacking in environmental approaches to contemporary culture. By bridging the historical gap between environmentalism, cultural

studies, and urban experience, the book makes a statement of lasting importance to the development of the ecocritical movement. CONTENTS Part 1ÑThe Nature of Cities 1. Urban Ecocriticism: An Introduction, Michael Bennett & David Teague 2. The Social Claim on Urban Ecology, Andrew Ross (interviewed by Michael Bennett) Part 2ÑUrban Nature Writing 3. London Here and Now: Walking, Streets, and Urban Environments in English Poetry from Donne to Gay, Gary Roberts 4. "All Things Natural Are Strange": Audre Lorde, Urban Nature, and Cultural Place, Kathleen R. Wallace 5. Inculcating Wildness: Ecocomposition, Nature Writing, and the Regreening of the American Suburb, Terrell Dixon Part 3ÑCity Parks 6. Writers and Dilettantes: Central Park and the Literary Origins of Antebellum Urban Nature, Adam W. Sweeting 7. Postindustrial Park or Bourgeois Playground? Preservation and Urban Restructuring at Seattle's Gas Works Park, Richard Heyman Part 4ÑUrban "Wilderness" 8. Boyz in the Woods: Urban Wilderness in American Cinema, Andrew Light 9. Central High and the Suburban Landscape: The Ecology of White Flight, David Teague 10. Manufacturing the Ghetto: Anti-urbanism and the Spatialization of Race, Michael Bennett Part 5ÑEcofeminism and the City 11. An Ecofeminist Perspective on the Urban Environment, Catherine Villanueva Gardner 12. "You Make Me Feel Like a Natural Woman": The Political Economy of Contemporary Cosmetics Discourse, Laura L. Sullivan Part 6ÑTheorizing Urban Space 13. Darwin's City, or Life Underground: Evolution, Progress, and the Shapes of Things to Come, Joanne Gottlieb 14. Nature in the Apartment: Humans, Pets, and the Value of Incommensurability, David R. Shumway 15. Cosmology in the Casino: Simulacra of Nature in the Interiorized Wilderness, Michael P. Branch

Recent decades have seen the rise of a global beauty boom, with profound effects on perceptions of bodies worldwide. Against this background, *Beauty and the Norm* assembles ethnographic and conceptual approaches from a variety of disciplines and across the globe to debate standardization in bodily appearance. Its contributions range from empirical research to exploratory conversations between scholars and personal reflections. Bridging hitherto separate debates in critical beauty studies, cultural anthropology, sociology, the history of science, disability studies, gender studies, and critical race studies, this volume reflects upon the gendered, classed, and racialized body, normative regimes of representation, and the global beauty economy.

This collection of original scholarly work and first-person accounts takes globalization processes and the transnational links these processes create as the jumping-off point for an examination of what it means to be, have, or aspire to a beautiful body.

This work includes 1000 entries covering the spectrum of defining women in the contemporary world.

This book provides a comprehensive examination of the human face, providing fascinating information from biological, cultural, and social perspectives. • A complete bibliography of sources and index of subjects • Includes 100 images,

numerous sidebars, and interesting "pop-out" quotes related to the face

How looking beautiful has become a moral imperative in today's world The demand to be beautiful is increasingly important in today's visual and virtual culture. Rightly or wrongly, being perfect has become an ethical ideal to live by, and according to which we judge ourselves good or bad, a success or a failure. Perfect Me explores the changing nature of the beauty ideal, showing how it is more dominant, more demanding, and more global than ever before. Heather Widdows argues that our perception of the self is changing. More and more, we locate the self in the body--not just our actual, flawed bodies but our transforming and imagined ones. As this happens, we further embrace the beauty ideal. Nobody is firm enough, thin enough, smooth enough, or buff enough—not without significant effort and cosmetic intervention. And as more demanding practices become the norm, more will be required of us, and the beauty ideal will be harder and harder to resist. If you have ever felt the urge to "make the best of yourself" or worried that you were "letting yourself go," this book explains why. Perfect Me examines how the beauty ideal has come to define how we see ourselves and others and how we structure our daily practices—and how it enthralls us with promises of the good life that are dubious at best. Perfect Me demonstrates that we must first recognize the ethical nature of the beauty ideal if we are ever to address its harms.

During the 1920s and 1930s, in cities from Beijing to Bombay, Tokyo to Berlin, Johannesburg to New York, the Modern Girl made her sometimes flashy, always fashionable appearance in city streets and cafes, in films, advertisements, and illustrated magazines. Modern Girls wore sexy clothes and high heels; they applied lipstick and other cosmetics. Dressed in provocative attire and in hot pursuit of romantic love, Modern Girls appeared on the surface to disregard the prescribed roles of dutiful daughter, wife, and mother. Contemporaries debated whether the Modern Girl was looking for sexual, economic, or political emancipation, or whether she was little more than an image, a hollow product of the emerging global commodity culture. The contributors to this collection track the Modern Girl as she emerged as a global phenomenon in the interwar period. Scholars of history, women's studies, literature, and cultural studies follow the Modern Girl around the world, analyzing her manifestations in Germany, Australia, China, Japan, France, India, the United States, Russia, South Africa, and Zimbabwe. Along the way, they demonstrate how the economic structures and cultural flows that shaped a particular form of modern femininity crossed national and imperial boundaries. In so doing, they highlight the gendered dynamics of interwar processes of racial formation, showing how images and ideas of the Modern Girl were used to shore up or critique nationalist and imperial agendas. A mix of collaborative and individually authored chapters, the volume concludes with commentaries by Kathy Peiss, Miriam Silverberg, and Timothy Burke. Contributors: Davarian L. Baldwin, Tani E. Barlow, Timothy Burke, Liz Conor, Madeleine Yue Dong, Anne E. Gorsuch,

Ruri Ito, Kathy Peiss, Uta G. Poiger, Priti Ramamurthy, Mary Louise Roberts, Barbara Sato, Miriam Silverberg, Lynn M. Thomas, Alys Eve Weinbaum

“a sharp and impressive book, providing an excellent advanced introductory text to the field. The book combines an impressive range of contextual and theoretical analysis, suggests new directions for research and provides a critically self-aware analysis of methodological issues.” *Sociology* * Are all men the same? * What do men want? * What makes a 'real man'? During the past decade, questions such as these have been raised across social and cultural arenas in local and global contexts. In response, this lively and engaging book adopts an international perspective and meets the current need for a comprehensive introduction to contemporary debates about men and masculinity. Through a broad critical review of masculinity studies, the book provides an original synthesis of main theories, key concepts and empirical research. Designed to provide an up-to-date guide to the field, it combines the traditional sociological enquiry into the family, work and education with contemporary concerns about multiple identities, globalization and late modernity. Written in a clear and engaging style, this text is essential reading for those studying men and masculinities across sociology, gender/sexuality studies, cultural studies, and politics, as well as anyone with a wider interest in the future of gender relations.

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

This working paper examines the globalization of the beauty industry before 1980. This industry, which had emerged in its modern form in the United States during the late nineteenth century, grew quickly worldwide over the following century. Firms employed marketing and marketing strategies to diffuse products and brands internationally despite

