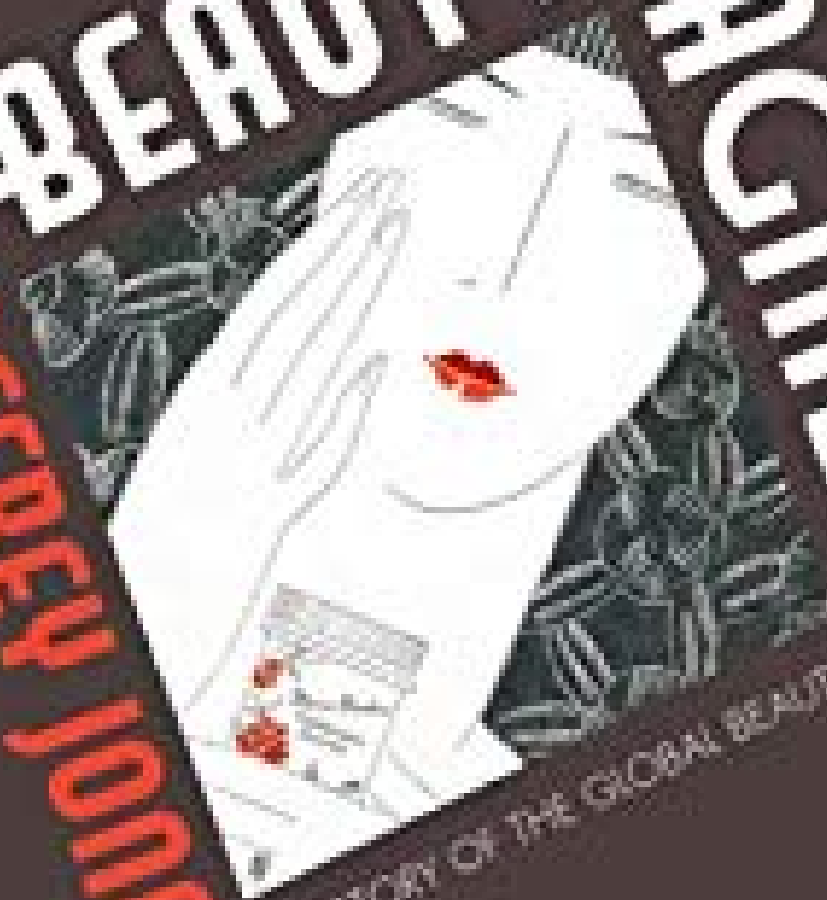


# IMPERFECT BEAUTY

GEOFFREY JONES



A HISTORY OF THE GLOBAL BEAUTY INDUSTRY

Geoffrey Jones

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



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The global beauty business permeates our lives, influencing how we perceive ourselves and what it is to be beautiful. Today globalization is changing the wonder industry again; It shows how successive generations of business owners built brands which designed perceptions of beauty, and the business organizations needed to marketplace them. This book supplies the first authoritative history of the global beauty industry from its emergence in the nineteenth century for this day, exploring how today's global giants grew. Its impact is seen in a range of competing strategies. The result was a homogenization of beauty ideals across the world. The brands and firms which have shaped this sector, such as for example Avon, Coty, Estee Lauder, L' Oreal, and Shiseido, have imagined beauty for us. They democratized usage of beauty products, after the privilege of elites, but they also described the gender and ethnic borders of beauty, and its own association with a handful of towns, notably Paris and later on New York. Global brands have swept into China, Russia, and India, but at the same time, these brands are experiencing to respond to a lot better diversity of cultures and lifestyles as fresh markets are opened up worldwide. In the twenty first century, beauty is again being re-imagined anew.



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Business a lot more than beauty This is a thoroughly researched, very detailed book on the history of the wonder business - since beauty products began to be produced at an industrial scale.' ). If I have a gripe it really is that the editing might have been tighter (a few of the information, such as for example Unilever's abortive takeover of L' Oreal, is talked about in multiple chapters) and that there surely is perhaps an over concentrate, and very uncritical concentrate on L' Oreal. It has become my gift of choice this season for beauty aficionados, brand manufacturers and business historians as well. 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. Compelling and insightful look at into the business of beauty Excellent comprehensive study of the wonder industry written by a leading Harvard business historian.etc' ) to wade through.. Definitive A very good potted history of the beauty industry that, whilst rightly concentrating on the two 2 main centres of the sector - Paris and New York - also covers developments and advancements in developing markets, particularly India and China well. A placemaker only Facts are necessary for any history, which means this self-proclaimed ' history' does, indeed, have facts. Sadly, there is little else --- definitely not any kind of imagination [ ' Beauty Imagined' (sic) -- just where?] or insight into this historic activity of mankind and essential global vertical. There are no analytics here (the Appendices are so basic that a Goldman Sachs analyst will be embarrassed to present this -- one listing businesses by revenues, one which shows just a fraction of M & Highly recommended This book is thoroughly researched and beautifully written. He implies that global beauty products are more than skin deep, each goes to the primary of how we think about ourselves... However, there is an excessive amount of dialogue of the business side - and not enough on the marketing aspect, which would have interested me even more. I for one would have appreciated further conversation of L' Oreal's takeover of your body Shop and the achievement or otherwise of this. But this research of the origins and growth of the modern beauty industry is normally enthralling. getAbstract recommends this scholarly are required reading for those in the market and a high choice for all business history buffs.. Two Stars it was ok Really interesting and readable thanks to the summary at the end of each chapter that render the wonder sector perfectly understandable in an extremely short time. A tale of beauty, entrepreneurship, capitalism, democratization, globalization, prejudice, legitimacy "Beauty Imagined" is in the ROROTOKO list of cutting-edge intellectual nonfiction. The writing style is barebones as well, as befits an academic whose prose is neither mellifluous nor stylish (eg ' The difficulties of balancing the neighborhood and the global had been formidable and help explain why companies found building worldwide businesses such a challenge' ). The Index can be rudimentary which is unexpected for the reason that there are therefore many authorial toolsets available to easily create functional indexing.For both an engaging background and substantive summary of the cosmetics industry, the Wikipedia content is an even more accurate, accessible, and informative reference.. Jones identifies the pioneers of the sector, the down sides and mistakes of main corporations trying to incorporate beauty businesses to their portfolios, the rise and fall of main brands and homes such as Coty, Helena Rubinstein and Revlon, and the difficulties of preserving global brands with local market characteristics. An excellent editor would have been useful - there are a lot of repetitions and errors. There is, however, plenty of the most dreary irrelevant fine detail ( ' Yves Rocher also began a organization in the rural village of La Gacilly in the French area of Brittany. This reserve is a wonderful read that starts with the oils and perfumes that were en vogue in Ancient Rome to today's megabrands (Olay, Pantene) and how they are approaching consumers in emerging markets to market brands like Korres that are gaining in reputation. After leaving school and starting are a clothes salesman. Harvard Business College professor of background Geoffrey Jones traces the roots of the business enterprise, from the fragrances made by French glove manufacturers in the 18th century to today's sector giants. He examines the various influences on the beauty market over the years and around the world, including consumer preferences, financial and political upheavals, globalization, and varying beauty ideals. The book is comprehensive and well-illustrated, the merchandise of Jones's extensive research into historic archives and trade journals, and his interviews with company executives.. Excellent I have worked in beauty for a long time and usually looked for books about the evolution of the sector but could never look for a serious study of the actual business of beauty. But nonetheless a very informative and enjoyable work Detailed, captivating background of the beauty industry L' Oreal, Colgate, Oil of Olay, Clairol, Cover Girl and other well-known beauty brands are thus familiar that most

customers take them for granted. While the breadth of the study and concentrate on the business history get this to book unique, I was most impressed with the fact that very much of the information originated from five years of interviews with current market leaders lending a unique insights that are of-the-moment. Essential read for beauty specialists. For the largely blurry, black and white photos, it's absurd to suggest they put anything substantive to the conversation (there are numerous finer illustrated volumes). The publication interview of Professor Jones ran right here as the cover feature on January 3, 2011. A deals in the market); It was exciting to learn the histories of all of the favorite brands, but what actually impressed me was how the author handled complex problems of gender and ethnicity in the wonder industry in such a readable way. and just the most trite of conclusions (eg 'The result was a major homogenization of beauty ideals which the beauty businesses helped diffuse.



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