

Cultural Strategy Using Innovative Ideologies To Build Breakthrough Brands

Total quality management (TQM), reengineering, the workplace of the twenty-first century—the 1990s have brought a sense of urgency to organizations to change or face stagnation and decline, according to *Enhancing Organizational Performance*. Organizations are adopting popular management techniques, some scientific, some faddish, often without introducing them properly or adequately measuring the outcome. *Enhancing Organizational Performance* reviews the most popular current approaches to organizational change—total quality management, reengineering, and downsizing—in terms of how they affect organizations and people, how performance improvements can be measured, and what questions remain to be answered by researchers. The committee explores how theory, doctrine, accepted wisdom, and personal experience have all served as sources for organization design. Alternative organization structures such as teams, specialist networks, associations, and virtual organizations are examined. *Enhancing Organizational Performance* looks at the influence of the organization's norms, values, and beliefs—its culture—on people and their performance, identifying cultural “levers” available to organization leaders. And what is leadership? The committee sorts through a wealth of research to identify behaviors and skills related to leadership effectiveness. The volume examines techniques for developing these skills and suggests new competencies that will become required with globalization and other trends. Mergers, networks, alliances, coalitions—organizations are increasingly turning to new intra- and inter-organizational structures. *Enhancing Organizational Performance* discusses how organizations cooperate to maximize outcomes. The committee explores the changing missions of the U.S. Army as a case study that has relevance to any organization. Noting that a musical greeting card contains more computing power than existed in the entire world before 1950, the committee addresses the impact of new technologies on performance. With examples, insights, and practical criteria, *Enhancing Organizational Performance* clarifies the nature of organizations and the prospects for performance improvement. This book will be important to corporate leaders, executives, and managers; faculty and students in organizational performance and the social sciences; business journalists; researchers; and interested individuals.

Cultural Strategy/Using Innovative Ideologies to Build Breakthrough BrandsOxford University Press Report presents a series of analyses and recommendations for fostering the role of culture for sustainable development. Drawing on a global survey implemented with nine regional partners and insights from scholars, NGOs and urban thinkers, the report offers a global overview of urban heritage safeguarding, conservation and management, as well as the promotion of cultural and creative industries, highlighting their role as resources for sustainable urban development. Report is intended as a policy framework document to support governments in the implementation of the 2030 Agenda for Sustainable Urban Development and the New Urban Agenda.

When Richard Rumelt's Good Strategy/Bad Strategy was published in 2011, it immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into an appropriate response - whether launching a new product, fighting a war or putting a man on the moon. Drawing on examples of the good and the bad from across all sectors and all ages, he shows how this insight can be cultivated with a wide variety of tools that lead to better thinking and better strategy, strategy that cuts through the hype and gets results.

The difference and why it matters

Ideas and Politics in Social Science Research

Netflix and the Culture of Reinvention

Investing in Cultural Diversity and Intercultural Dialogue

Toyota Culture: The Heart and Soul of the Toyota Way

Basic Processes and Applied Innovations

Deliver continuous business value through people, processes, and technology

Why do some brands make us feel good, while others frustrate us? What makes us engage with certain brands, rebuy the same products, return to the same store or revisit the same destination over and over again? Is there a framework underlying how past and lived shopping experiences can affect our future experiences, our buying decisions, and our brand loyalty? In this exciting new book, Wided Batat introduces readers to the new customer experience framework and the era of the "Experiential Marketing Mix." She introduces the concept of the 7Es (Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, Emic/Etic process); a tool that focuses on the consumer as a starting point in marketing strategies. By using these, companies can design suitable, emotional, and profitable customer experiences in a phygital context (physical place and digital space) including both offline and online digital experiences. Batat argues that a traditional product-centric should be replaced by the appropriate mix of 7Es, based on a more consumer/experience-centric logic. Experiential Marketing is a guide to building experiences consumers cannot forget. It will be of interest for CEOs, brand managers, marketing and communication professionals, students, and anyone eager to learn more about how to design the ultimate customer experience in a new phygital. In this book, Professor Batat combines theory and practice and gives readers an overview of: the origins and the rise of the customer experience logic, the 7Es of the new experiential marketing mix, and the challenges for the future.

A practical guide to making the best use of the OpenShift container platform based on the real-life experiences, practices, and culture within Red Hat Open Innovation Labs Key FeaturesLearn how modern software companies deliver business outcomes that matter by focusing on DevOps culture and practicesAdapt Open Innovation Labs culture and foundational practices from the Open Practice LibraryImplement a metrics-driven approach to application, platform, and product, understanding what to measure and how to learn and pivotBook Description DevOps Culture and Practice with OpenShift features many different real-world practices - some people-related, some process-related, some technology-related - to facilitate successful DevOps, and in turn OpenShift, adoption within your organization. It introduces many DevOps concepts and tools to connect culture and practice through a continuous loop of discovery, pivots, and delivery underpinned by a foundation of collaboration and software engineering. Containers and container-centric application lifecycle management are now an industry standard, and OpenShift has a leading position in a flourishing market of enterprise Kubernetes-based product offerings. DevOps Culture and Practice with OpenShift provides a roadmap for building empowered product teams within your organization. This guide brings together lean, agile, design thinking, DevOps, culture, facilitation, and hands-on technical enablement all in one book. Through a combination of real-world stories, a practical case study, facilitation guides, and technical implementation details, DevOps Culture and Practice with OpenShift provides tools and techniques to build a DevOps culture within your organization on Red Hat's OpenShift Container Platform. What you will learnImplement successful DevOps practices and in turn OpenShift within your organizationDeal with segregation of duties in a continuous delivery worldUnderstand automation and its significance through an application-centric viewManage continuous deployment strategies, such as A/B, rolling, canary, and blue-greenLeverage OpenShift's Jenkins capability to execute continuous integration pipelinesManage and separate configuration from static runtime softwareMaster communication and collaboration enabling delivery of superior software products at scale through continuous discovery and continuous deliveryWho this book is for This book is for anyone with an interest in DevOps practices with OpenShift or other Kubernetes platforms. This DevOps book gives software architects, developers, and infra-ops engineers a practical understanding of OpenShift, how to use it efficiently for the effective deployment of application architectures, and how to collaborate with users and stakeholders to deliver business-impacting outcomes.

Writing in the beginning of the 1980s, Ernesto Laclau and Chantal Mouffe explored possibilities for a new socialist strategy to capitalize on the period's fragmented political and social conditions. Two and a half decades later, Ferruh Yilmaz acknowledges that the populist Far Right—not the socialist movement—has demonstrated greater facility in adopting successful hegemonic strategies along new structural lines Laclau and Mouffe imagined. Right-wing hegemonic strategy, Yilmaz argues, has led to the reconfiguration of internal fault lines in European societies. Yilmaz's primary case study is Danish immigration discourse, but his argument contextualizes his study in terms of questions of current concern across Europe, where right-wing groups that were long on the fringes of "legitimate" politics have managed to make significant gains with populations traditionally aligned with the Left. Specifically, Yilmaz argues that sociopolitical space has been transformed in the last three decades such that group classification has been destabilized to emphasize cultural rather than economic attributes. According to this point-of-view, traditional European social and political splits are jettisoned for new "cultural" alliances pulling the political spectrum to the right, against the "corrosive" presence of Muslim immigrants, whose own social and political variety is flattened into an illusion of alien sameness.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of *The Culture Map* and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, *No Rules Rules* is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

Culture Management

Positioning: The Battle for Your Mind

Cultural Expression, Creativity and Innovation

Architecture, Cities, and Capitalist Globalization

Good Strategy/Bad Strategy

Why Some Things Catch On, and Others Don't

Cultural Industries

Branding is possibly the most powerful commercial and cultural force on the planet. Robert Jones discusses the vast variety of brands, and why we still fall for them even as we are becoming more brand-aware. Looking at the philosophy and story behind brands, he considers how they work their magic, and what the future for brands might be.

Drawing upon a six-year research project at the Stanford University Graduate School of Business, James C. Collins and Jerry I. Porras took eighteen truly exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day—as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?" Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the 21st century and beyond.

The concept of culture is a key issue within management and organization studies. Understanding Organizational Culture provides a useful and comprehensive guide to understanding organizational culture, from a range of angles, contexts and sectors. The book answers questions of definition, explores alternative perspectives, and expands on substantive issues (such as leadership and change), before discussing key issues of research and providing a new framework for this topic. Mats Alvesson synthesizes for students the advances in the field of organizational culture, drawing upon the range of relevant literature within Organization Studies. The author also uses examples to develop and illustrate ideas on how culture!

The Consumer Society Reader features a range of key works on the nature and evolution of consumer society. Included here is much-discussed work by leading critics such as Jean Baudrillard, Susan Bordo, Dick Hebdige, bell hooks, and Janice Radway. Also included is a full range of classics, such as Frankfurt School writers Adorno and Horkheimer on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society; John Kenneth Galbraith's influential analysis of the "affluent society"; and Pierre Bourdieu on the notion of "taste." "Consumer society--the 'air we breathe,' as George Orwell has described it--disappears during economic downturns and political crises. It becomes visible again when prosperity seems secure, cultural transformation is too rapid, or environmental disasters occur. Such is the time in which we now find ourselves. As the roads dog with gas-guzzling SUVs and McMansions proliferate in the suburbs, the nation is once again asking fundamental questions about lifestyle. Has 'luxury fever,' to use Robert Frank's phrase, gotten out of hand? Are we really comfortable with the 'Brand Is Me' mentality? Have we gone too far in pursuit of the almighty dollar, to the detriment of our families, communities, and natural environment? Even politicians, ordinarily impermeable to questions about consumerism, are voicing doubts... [and] polls suggest majorities of Americans feel the country has become too materialistic, too focused on getting and spending, and increasingly removed from long-standing non-materialist values..."—From the introduction by Douglas B. Holt and Juliet B. Schor

Organizational Culture and Leadership

Experiential Marketing

Enhancing Organizational Performance

A Text-Reader

Culture: urban future

Successful Habits of Visionary Companies

Using Innovative Ideologies to Build Breakthrough Brands

Comedy is a powerful contemporary source of influence and information. In the still-evolving digital era, the opportunity to consume and share comedy has never been as available. And yet, despite its vast cultural imprint, comedy is a little-understood vehicle for serious public engagement in urgent social justice issues - even though humor offers frames of hope and optimism that can encourage participation in social problems. Moreover, in the midst of a merger of entertainment and news, the information ecology, and a decline in perceptions of trust in government and traditional media institutions, comedy may be a unique force for change in pressing social justice challenges. Comedians who say something serious about the world while they make us laugh are capable of mobilizing the masses, focusing a critical lens on injustices, and injecting hope and optimism into seemingly hopeless problems. By combining communication and social justice frameworks with contemporary comedy examples, authors Katy Borum Chattoo and Lauren Feldman show us how comedy can help to serve as a vehicle of change. Through rich case studies, audience research, and interviews with comedians and social justice leaders and strategists, *A Comedian and an Activist Walk into a Bar: The Serious Role of Comedy in Social Justice* explains how comedy - both in the entertainment marketplace and as cultural strategy - can engage audiences with issues such as global poverty, climate change, immigration, and sexual assault, and how activists work with comedy to reach and empower publics in the networked, participatory digital media age.

This cutting-edge research volume advances the perspective that cultural factors are key influences in movement trajectories, organizational forms, recruitment, strategies, and ideologies. Hank Johnston brings together international experts in cultural an

This report analyses all aspects of cultural diversity, which has emerged as a key concern of the international community in recent decades, and maps out new approaches to monitoring and shaping the changes that are taking place. It highlights, in particular, the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends. The report proposes a series of ten policy-oriented recommendations, to the attention of States, intergovernmental and non-governmental organizations, international and regional bodies, national institutions and the private sector on how to invest in cultural diversity. Emphasizing the importance of cultural diversity in different areas (languages, education, communication and new media development, and creativity and the marketplace) based on data and examples collected from around the world, the report is also intended for the general public. It proposes a coherent vision of cultural diversity and clarifies how, far from being a threat, it can become beneficial to the action of the international community.

Writing about ideas, John Maynard Keynes noted that they are "more powerful than is commonly understood. Indeed the world is ruled by little else." One would expect, therefore, that political science—a discipline that focuses specifically on the nature of power—would have a healthy respect for the role of ideas. However, for a variety of reasons—not least of which is the influence of rational choice theory, which presumes that individuals are self-maximizing rational actors—this is not the case, and the literature on the topic is fairly thin. As the stellar cast of contributors to this volume show, ideas are in fact powerful shapers of political and social life. In *Ideas and Politics in Social Science Research*, Daniel B?land and Robert Henry Cox have gathered leading scholars from a variety of subdisciplines in political science and sociology to provide a general overview of the theoretical, empirical, and methodological issues raised by social science research on ideas and politics. Throughout, they hone in on three central questions. What is the theoretical basis for studying ideas in politics? What are the best methods? What sort of empirical puzzles can be solved by examining ideas and related phenomena such as discourse, policy paradigms, and framing processes? In sum, this is a state-of-the-art academic work on both the role of ideas in politics and the analytical utility that derives from studying them.

Consumer Culture and Society

The New Secret to Success

Insights, Stories, and Secrets from Inside Amazon

Cultures and Globalization

Immigration, Culture, and Hegemonic Transformation in Europe

global report on culture for sustainable urban development

Culture and Consumption

Coca-Cola, Harley-Davidson, Nike, Budweiser. Valued by customers more for what they do, products like these are more than brands—they are cultural icons. How do managers create brands that resonate so powerfully with consumers? Based on extensive historical analyses of some of America's most successful iconic brands, including ESPN, Mountain Dew, Volkswagen, Budweiser, and Harley-Davidson, this book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create "identity myths" that, through powerful symbolism, soothe collective anxieties resulting from acute social change. Holt warns that icons can't be built through conventional branding strategies, which focus on benefits, brand personalities, and emotional relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty—and outlines a distinctive set of "cultural branding" principles that will radically alter how companies approach everything from marketing strategy to market research to hiring and training managers. Until now, Holt shows, even the most successful iconic brands have emerged more by intuition and serendipity than by design. With *How Brands Become Icons*, managers can leverage the principles behind some of the most successful brands of the last half-century to build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard Business School.

"A pioneering look at the ways in which contemporary architecture serves the interests of the capitalist class, from global North to South and through to the petro-cities of the Gulf States in the last quarter century, a new form of iconic architecture has appeared throughout the world's major cities. Typically designed by globe-trotting "starchitects" or by a few large transnational architectural firms, these projects are almost always driven by private interests. In *The Icon Project*, sociologist Leslie Sklair focuses on ways in which capitalist globalization is produced and represented all over the world, especially in globalizing cities. Sklair traces how the iconic buildings of our era—elaborate shopping malls, spectacular museums and vast urban megaprojects—constitute the triumphal "Icon Project" of contemporary global capitalism, promoting increasing inequality and hyperconsumerism. He sets out to explain how the architecture industry organizes the social production and marketing of iconic structures and how corporations increasingly dominate the built environment and promote the trend towards globalizing, consumerist cities. The Icon Project, Sklair argues, is a weapon in the struggle to solidify capitalist hegemony as well as reinforce transnational capitalist control of where we live, what we consume, and how we think"--

"This book compiles and integrates highly innovative work aimed at bridging the fields of anthropology and consumer behavior."—*Journal of Consumer Affairs* "...fascinating...ambitious and interesting..."—*Canadian Advertising Foundation Newsletter* "...an anthropological dig into consumerism brimming with original thought..."—*The Globe and Mail* "Grant McCracken has written a provocative book that puts consumerism in its place in Western society—at the centre."—*Report on Business Magazine* "...a stimulating addition to knowledge and theory about the interrelationship of culture and consumption."—*Choice* "[McCracken's] synthesis of anthropological and consumer studies material will give historians new ideas and methods to integrate into their thinking."—*Maryland Historian* "The book offers a fresh and much needed cultural interpretation of consumption."—*Journal of Consumer Policy* "The volume will help balance the prevailing cognitive and social psychological cast of consumer research and should stimulate more comprehensive investigation into consumer behavior."—*Journal of Marketing Research* "...broad scope, enthusiasm and imagination...a significant contribution to the literature on consumption history, consumer behavior, and American material culture."—*Winterthur Portfolio* "For this is a superb book, a definitive exploration of its subject that makes use of the full range of available literature."—*American Journal of Sociology* "McCracken's book is a fine synthesis of a new current of thought that strives to create an interdisciplinary social science of consumption behaviors, a current to which folklorists have much to contribute."—*Journal of American Folklore* This provocative book takes a refreshing new view of the culture of consumption. McCracken examines the interplay of culture and consumer behavior from the anthropologist's point of view and provides new insights into the way we view ourselves and our society.

"Dr Lukasz Wroblewski's book *Culture Management: Strategy and Marketing Aspects* clearly recognises that the pressures on the cultural sector in the 21st Century are greater than ever before. Based on robust academic research within a practical industry context, this book addresses all the key issues related to marketing strategy and planning for the cultural industries. It will be an invaluable tool for managers, policy-makers and all those working in the creative and cultural world, and will help them to develop sound strategies for the future." Dr Kim Lehman *Tasmanian School of Business and Economics, University of Tasmania* "Dr Wroblewski's book explains clearly what has changed to make the use of business models necessary, even in organizations which might have resisted in the past. Globalization has resulted in a population which understands and appreciates art and culture created in other countries. While it might be agreed that this is beneficial for society, it means that cultural arbitrators within a country no longer have the authority to dictate what is accepted as culture. Managers now understand that to gain the support of the public they must explain the benefits of consuming their cultural product." Dr Bonita M. Kolb *Professor Emeritus of Lycoming College in Pennsylvania* "A thoughtful and penetrating analysis of culture management addressing marketing strategies and cultural institutions. An important 'must read' book for those involved in this exciting sector." Prof Adrian Payne *University of UNSW Business School, University of New South Wales*

Cultural Strategy

DevOps Culture and Practice with OpenShift

Effective Communication in Multicultural Health Care Settings

Film Theory and Philosophy

Strategy and marketing aspects

A Systems View of International Business

How Brands Become Icons

'Cultures and globalization' explores the interactions between globalization and the forms of cultural expression that are their basic resource. Bringing together over 25 high-profile authors from around the world, this volume addresses many questions.

The Handbook of Culture and Creativity is a collaborative effort to provide readers with an in-depth and systematic inquiry into the cultural processes of creativity and innovation, as well as the creative processes of cultural transformation. As the editors acknowledge, creativity emerged from dialogical interaction with cultural imperatives, norms, and artifacts, but culture also evolves and transforms through a generative process fueled by creativity. In order to illuminate nuanced insights on the complex culture-creativity nexus, this volume is organized into four broad sections: reciprocal relationships, socio-cultural contexts, diversifying experiences and creativity, and policy and applied perspectives. Edited by Angela K.-Y. Leung, Letty Kwan, and Shyhnan Liou, this cogent volume features cutting-edge evidence and research, and lays the groundwork for pursuing a new science for integrating the study of culture and creativity.

The first book to deal with the problems of communicating to a skeptical, media-blitzed public, positioning describes a revolutionary approach to creating a "position" in a prospective customer's mind—one that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, advertising gurus Ries and Trout explain how to: Make and position an industry leader so that its name and message wheedles its way into the collective subconscious of your market-and stays there Position a follower so that it can occupy a niche not claimed by the leader Avoid letting a second product ride on the coattails of an established one. Positioning also shows you how to: Use leading ad agency techniques to capture the biggest market share and become a household name Build your strategy around your competition's weaknesses Reposition a strong competitor and create a weak spot Use your present position to its best advantage Choose the best name for your product Determine when-and why-less is more Analyze recent trends that affect your positioning. Ries and Trout provide many valuable case histories and penetrating analyses of some of the most phenomenal successes and failures in advertising history. Revised to reflect significant developments in the five years since its original publication, positioning is required reading for anyone in business today. A Fresh and Important New Way to Understand Why We Buy Why did the RAZR ultimately ruin Motorola? Why does Wal-Mart dominate rural and suburban areas but falter in large cities? Why did Starbucks stumble just when it seemed unstoppable? The answer lies in the ever-present tension between fidelity (the quality of a consumer's experience) and convenience (the ease of getting and paying for a product). In Trade-Off, Kevin Maney shows how these conflicting forces determine the success, or failure, of new products and services in the marketplace. He shows that almost every decision we make as consumers involves a trade-off between fidelity and convenience-between the products we love and the products we need. Rock stars sell out concerts because the experience is high in fidelity--it can't be replicated in any other way, and because of that, we are willing to suffer inconvenience for the experience. In contrast, a downloaded MP3 of a song is low in fidelity, but consumers buy music online because it's superconvenient. Products that are at one extreme or the other--those that are high in fidelity or high in convenience--tend to be successful. The things that fall into the middle--products or services that have moderate fidelity and convenience--fail to win an enthusiastic audience. Using examples from Amazon and Disney to People Express and the invention of the ATM, Maney demonstrates that the most successful companies skew their offerings to either one extreme or the other--fidelity or convenience--in shaping products and building brands.

New Approaches to the Symbolic Character of Consumer Goods and Activities

Consumer Behavior, Customer Experience and The 7Es

Enterprise and Competitiveness

A Revolution in Creative Business Strategy

Handbook of Culture and Creativity

The CIA and the World of Arts and Letters

Consumer Behavior

Consumer Culture and Society offers an introduction to the study of consumerism and consumption from a sociological perspective. Author Wendy Wiedenhoft Murphy examines what we buy, how and where we consume, the meanings attached to the things we purchase, and the social forces that enable and constrain consumer behavior. Opening chapters provide a theoretical overview and history of consumer society and featured case studies look at mass consumption in familiar contexts, such as tourism, food, and higher education. The book explores ethical and political concerns, including consumer activism, indebtedness, alternative forms of consumption, and dilemmas surrounding the globalization of consumer culture.

Winner of the Shingo Prize for Research and Professional Publication, 2009 The international bestseller *The Toyota Way* explained the company's success by introducing a revolutionary 4P model for organizational excellence-Philosophy, People, Process, and Problem Solving. Now, in *Toyota Culture*, preeminent Toyota authorities Jeffrey Liker and Michael Hoesus reveal how Toyota selects, develops, and motivates its people to become committed to building high-quality products-and how you can do the same for your company. *Toyota Culture* examines the " human systems " that Toyota has put in place to instill its founding principles of trust, mutual prosperity, and excellence in its plants, dealerships, and offices around the world. Beginning with a look at the evolution of the Toyota culture and why its people are the heart and soul of the Toyota Way, the authors explain the company's four-stage process for building and keeping quality people: Attract, Develop, Engage, and Inspire. Drawing upon numerous examples from Liker's decades of research as well as Hoesus' insider access as a Toyota manager, *Toyota Culture* gives you the tools you need to: Find competent, able, and willing employees Start training and socializing your people as you hire them Establish and communicate key business performance indicators at every level of your organization Train your people to solve problems and continuously improve processes in their daily work Develop leaders who live and teach your company's philosophy Reward top performance-and offer help to those who are struggling Fascinating vignettes of Toyota's innovative culture highlight the nuances of translating and recreating a people-centric culture in factories and offices across the globe. These exclusive, behind-the-scenes details are just what your company needs to successfully learn from *The Toyota Culture*.

Gender & Pop Culture provides a foundation for the study of gender, pop culture and media. This comprehensive, interdisciplinary text provides text-book style introductory and concluding chapters written by the editors, seven original contributor chapters on key topics and written in a variety of writing styles, discussion questions, additional resources and more. Coverage includes: - Foundations for studying gender & pop culture (history, theory, methods, key concepts) - Contributor chapters on media and children, advertising, music, television, film, sports, pop culture and technology - Ideas for activism and putting this book to use beyond the classroom - Pedagogical Features - Suggestions for further readings on topics covered and international studies of gender and pop culture Gender & Pop Culture was designed with students in mind, to promote reflection and lively discussion. With features found in both textbooks and anthologies, this sleek book can serve as primary or supplemental reading in undergraduate courses across the disciplines that deal with gender, pop culture or media studies. " An important addition to the fields of gender and media studies, this excellent compilation will be useful to students and teachers in a wide range of disciplines. The research is solid, the examples from popular culture are current and interesting, and the conclusions are original and illuminating. It is certain to stimulate self-reflection and lively discussion. " Jean Kilbourne, Ed.D., author, feminist activist and creator of the Killing Us Softly:Advertising ' s Image of Women film series " An ideal teaching tool: the introduction is intellectually robust and orients the reader towards a productive engagement with the chapters, the contributions themselves are diverse and broad in terms of the subject matter covered, and the conclusion helps students take what they have learnt beyond the classroom. I can ' t wait to make use of it. " Suj.Jhalji, Professor of Communication, University of Massachusetts at Amherst,Founder & Executive Director, Media Education Foundation Adrienne Trier-Bieniek, Ph.D. is currently an assistant professor of sociology at Valencia College in Orlando, Florida. Her first book, Sing Us a Song, Piano Woman: Female Fans and the Music of Tori Amos (Scarecrow, 2013) addresses the ways women use music to heal after experiencing trauma. www.adriennetrier-bieniek.com Patricia Leavy, Ph.D. is an internationally known scholar and best-selling author, formerly associate professor of sociology and the founding director of gender studies at Stonehill College. She is the author of the acclaimed novels American Circumstance and Low-Fat Love and has published a dozen nonfiction books including Method Meets Art: Arts-Based Research Practice. www.patricialeavy.com

This book provides insights into the complexities of multicultural relations in health care and demystifies the many cultural influencers on health and health care to help people get the most they can out of health care and facilitate the promotion of a healthy nation.

The Consumer Society Reader

Working Backwards

The Cultural Cold War

Leading with Cultural Intelligence

Understanding Organizational Culture

No Rules Rules

Built to Last

Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives—with lessons and techniques you can apply to your own company, and career, right now. In Working Backwards, two long-serving Amazon executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them—much of it during the period of unmatched innovation that created products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services—Bryar and Carr offer unprecedented access to the Amazon way as it was developed and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking, eagerness to invent, and operational excellence, Amazon's ground-level practices ensure these characteristics are translated into action and flow through all aspects of the business. Working Backwards is both a practical guidebook and the story of how the company grew to become so successful. It is filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how their time at the company affected their personal and professional lives. They demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization might be, find out how you can put Working Backwards to work for you.

Traditionally, company leaders develop a business strategy based on bottom lines and profit margins, then hire an ad agency to back up that strategy with creative advertising. But history shows that some of the most effective branding campaigns are born when companies work with ad agencies to develop a business strategy that has a big, creative idea at its heart-what CEO of Euro RSCG Bob Schmetterer calls the Creative Business Idea. In Leap, Bob Schmetterer shows advertisers how to combine advertising creativity and bottom-line realities to develop winning business strategies and winning ad campaigns. He analyzes some of the most creative business ideas in history, showing how successful advertising and marketing strategies do more than simply communicate the brand-they define it. Advertisers know how to create demand for an existing brand, but Schmetterer argues that the next challenge for advertisers is to help their clients apply creative thinking to their core business strategy before they launch a branding blitz. Leap is about connecting the left brain and the right brain to develop solid business strategies that are also creative, fresh, and exciting. It's about mixing business's cold fixation on numbers with the warm heart of art and creativity to build revolutionary brands. It's about connecting with and listening to the client, understanding the business and the product, tapping into the client's passion for the product, and transmitting that passion to the consumer. It's about what happens when the business makes creativity part of its core strategy-enabling it to move beyond self-imposed boundaries and expand the limits of its reach. With a wealth of examples from Volvo to Purdue, Schmetterer shows ad agencies and managers how to help their clients develop the big, creative idea that will transform their businesses-and perhaps their industries. It's time for companies to make the Leap that synthesizes business and creativity to reap the full rewards of profitable innovation. BOB SCHMETTERER is Chairman and CEO of Euro RSCG Worldwide, a one of the world's top five global advertising and communications agencies with clients such as Intel, Peugeot, Air France, Orange, Abby National, MCI, Danone Group, Reckitt Benckiser, Volvo, and Yahoo!

Regarded as one of the most influential management books of all time, this fourth edition of Leadership and Organizational Culture transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals. During the Cold War, freedom of expression was vaunted as liberal democracy's most cherished possession—but such freedom was put in service of a hidden agenda. In The Cultural Cold War, Frances Stonor Saunders reveals the extraordinary efforts of a secret campaign in which some of the most vocal exponents of intellectual freedom in the West were working for or subsidized by the CIA—whether they knew it or not. Called "the most comprehensive account yet of the CIA's activities between 1947 and 1967" by the New York Times, the book presents shocking evidence of the CIA's undercover program of cultural interventions in Western Europe and at home, drawing together declassified documents and exclusive interviews to expose the CIA's astonishing campaign to deploy the likes of Hannah Arendt, Isaiah Berlin, Leonard Bernstein, Robert Lowell, George Orwell, and Jackson Pollock as weapons in the Cold War. Translated into ten languages, this classic work—now with a new preface by the author—is "a real contribution to popular understanding of the postwar period" (The Wall Street Journal), and its story of covert cultural efforts to win hearts and minds continues to be relevant today.

Branding

*The Serious Role of Comedy in Social Justice**The Principles of Cultural Branding**Sponsorship in Marketing**How the Workers Became Muslims**The Strategy of Campaigning*

This new volume on Social and Psychological Bases of Ideology and System Justification brings together several of the most prominent social and political psychologists who are responsible for the resurgence of interest in the study of ideology, broadly defined. Leading scientists and scholars from several related disciplines, including psychology, sociology, political science, law, and organizational behavior present their cutting-edge theorizing and research. Topics include the social, personality, cognitive and motivational antecedents and consequences of adopting liberal versus conservative ideologies, the social and psychological functions served by political and religious ideologies, and the myriad ways in which people defend, bolster, and justify the social systems they inhabit. This book is the first of its kind, bringing together formerly independent lines of research on ideology and system justification.

What is CQ? And why do leaders need it in our increasingly connected world?

The Strategy of Campaigning explores the political careers of Ronald Reagan and Boris Yeltsin, two of the most galvanizing and often controversial political figures of our time. Both men overcame defeat early in their political careers and rose to the highest elected offices in their respective countries. The authors demonstrate how and why Reagan and Yeltsin succeeded in their political aspirations, despite—or perhaps because of—their apparent "policy extremism": that is, their advocacy of policy positions far from the mainstream. The book analyzes the viability of policy extremism as a political strategy that enables candidates to forge new coalitions and outflank conventional political allegiances. Kiron K. Skinner is Associate Professor of International Relations and Political Science at Carnegie Mellon University, a Research Fellow at the Hoover Institution, and a member of the Chief of Naval Operations Executive Panel and the National Security Education Board. Serhiy Kudelia is Lecturer of Politics at Kyiv-Mohyla Academy, Ukraine and advisor to Deputy Prime Minister of Ukraine. Bruce Bueno de Mesquita is Julius Silver Professor and Director of the Alexander Hamilton Center for Political Economy at New York University and a Senior Fellow at the Hoover Institution. Condoleezza Rice is on a leave of absence from Stanford University, where she was a Professor of Political Science and a Senior Fellow at the Hoover Institution. She is currently serving as U.S. Secretary of State.

Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This book introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research, and exploring key theory, best practice and cutting-edge issues, this is also the only book to fully explain how the sponsor can implement successful sponsorship campaigns and achieve their communication objectives. The book covers every important conceptual and functional area of sponsorship in marketing communications, including: audiences, strategies and objectives leveraging and activation building sponsorship portfolios measurement and evaluation ambush marketing managing relationships internal audiences public policy and legal issues Every chapter includes case studies, examples and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect brands to real life. This is essential reading for all students and practitioners working in sport marketing, sport business, events marketing, arts administration, business communication or marketing management.

Effective Communication through Sports, Arts and Events

A Very Short Introduction

Gender & Pop Culture

A Comedian and an Activist Walk into a Bar

The Icon Project

Trade-Off

Leap

This volume is comprised of new essays on a wide range of topics by both film scholars and philosophers who share the commitment to conceptual investigation, logic consistency, and clarity of argument and characterizes analytic philosophy.

How do we explain the breakthrough market success of businesses like Nike, Starbucks, Ben & Jerry's, and Jack Daniel's? Conventional models of strategy and innovation simply don't work. The most influential ideas on innovation are shaped by the worldview of engineers and economists - build a better mousetrap and the world will take notice. Holt and Cameron challenge this conventional wisdom and take an entirely different approach: champion a better ideology and the world will take notice as well. Holt and Cameron build a powerful new theory of cultural innovation. Brands in mature categories get locked into a form of cultural mimicry, what the authors call a cultural orthodoxy. Historical changes in society create demand for new culture - ideological opportunities that upend this orthodoxy. Cultural innovations repurpose cultural content lurking in subcultures to respond to this emerging demand, leapfrogging entrenched incumbents. Cultural Strategy guides managers and entrepreneurs on how to leverage ideological opportunities: - How managers can use culture to out-innovate their competitors - How entrepreneurs can identify new market opportunities that big companies miss - How underfunded challengers can win against category Goliaths - How technology businesses can avoid commoditization - How social entrepreneurs can develop businesses that appeal to more than just fellow activists - How subcultural brands can break out of the 'cultural chasm' to mass market success - How global brands can pursue cross-cultural strategies to succeed in local markets - How organizations can maximize their innovation capabilities by avoiding the brand bureaucracy trap Written by leading authorities on branding in the world today, along with one of the advertising industry's leading visionaries, Cultural Strategy transforms what has always been treated as the "intuitive" side of market innovation into a systematic strategic discipline.

The author challenges the belief that economics is a discipline that can be adequately pursued in isolation from the other social sciences, and argues that the productivity of economic units is affected by the degree of co-operation between the members of those units.

Social and Psychological Bases of Ideology and System Justification

A Challenge for the Future of Culture

Lessons from Ronald Reagan and Boris Yeltsin

Culture, Social Movements, and Protest