

## The Globalization Of Beauty

Philadelphia's community muralism movement is transforming the City of Brotherly Love into the Mural Capital of the World. This remarkable groundswell of public art includes some 3,500 wall-sized canvases: On warehouses and on schools, on mosques and in jails, in courthouses and along overpasses. In *If These Walls Could Talk*, Maureen O'Connell explores the theological and social significance of the movement. She calls attention to some of the most startling and powerful works it has produced and describes the narratives behind them. In doing so, O'Connell illustrates the ways that the arts can help us think about and work through the seemingly inescapable problems of urban poverty and arrive at responses that are both creative and effective. This is a book on American religion. It incorporates ethnography to explore faith communities that have used larger-than-life religious imagery to proclaim in unprecedented public ways their self-understandings, memories of the past, and visions of the future. It also examines the way this art functions in larger public discourse about problems facing every city in America. *If These Walls Could Talk* is also theological text. It considers the theological implications of this most democratic expression of public art, mindful of the three components of every mural: the pieces themselves, those who create them, and those who interpret them. It illuminates a kind of beauty that seeks after social change or, in other words, the largely unexplored relationship between theological aesthetics and ethics.

*Brutal Beauty: Aesthetics and Aspiration in Urban India* follows a postcolonial city as it transforms into a bustling global metropolis after the liberalization of the Indian economy. Taking the once idyllic "garden city" of Bangalore in southern India as its point of departure, the book explores how artists across India and beyond foreground neoliberalism as a "structure of feeling" permeating aesthetics, selfhood, and everyday life. Jisha Menon conveys the affective life of the city through multiple aesthetic projects that express a range of urban feelings, including aspiration, panic, and obsolescence. As developers and policymakers remodel the city through tumultuous construction projects, urban beautification, privatization, and other templated features of "world-class cities," urban citizens are also changing—transformed by nostalgia, narcissism, shame, and the spaces where they dwell and work. Sketching out scenes of urban aspiration and its dark underbelly, Menon delineates the creative and destructive potential of India's lurch into contemporary capitalism, uncovering the interconnectedness of local and global power structures as well as art's capacity to absorb and critique liberalization's discontents. She argues that neoliberalism isn't just an economic, social, and political phenomenon; neoliberalism is also a profoundly aesthetic project.

Felicia Knaul, an economist who has lived and worked for two decades in Latin America on health and social development, documents the personal and professional sides of her breast cancer experience. *Beauty without the Breast* contrasts her difficult but inspiring journey with that of the majority of women throughout the

**world who face not only the disease but stigma, discrimination, and lack of access to health care. This wrenching contrast is the cancer divide – an equity imperative in global health. Knaul exposes barriers affecting women in low and middle-income countries and highlights the role of men, family, and community in responding to the challenge of breast cancer. She shares striking data about breast cancer, a leading killer of young women in developing countries, and narrates the process of applying this evidence and launching Tómatelo a Pecho (also the book title in Spanish)— a Mexico-based program promoting awareness and access to health care. The book concludes with letters from Dr. Julio Frenk, her husband and former Minister of Health of Mexico, written while they shared the trauma of diagnosis and treatment. With force and lucidity, the book narrates the journey of patient and family as they courageously navigate disease and survivorship. Sara Brody thought she had met her soulmate in Tad Bolak, a charming exchange student. Their whirlwind romance includes nights staring at the stars, declarations of love, and promises to talk often when Tad must return to his native Poland to complete his Master's Degree. But Sara's idealistic view of Tad and plans to be together when he gets his degree come to a shattering halt when he admits to having a fiancée back home. Heartbroken, she vows to keep her heart safe from men and focuses on her own studies. Until she meets Ethan. Sara discovers that no relationship is perfect, especially when one still mourns past loves. Tad never gives up on her. Ethan wants her to give their relationship a chance. And Sara wonders what will become of her sense of self if she gives in to either man."**

**Entrepreneurship and Multinationals**

**The Beauty Trade**

**Pop City**

**Saving Beauty**

**Beauty without the Breast**

**Financial Derivatives and the Globalization of Risk**

Harvard Business School Professor Geoffrey Jones has long been a student of the history of multinational enterprise. He has taken a leadership role in the field. This volume reflects the extraordinary breadth of his historical research, spanning continents and industries. His focus is on the firm as an actor on the stage of the history of globalization. This book contains a selection of his unpublished and published articles. Of special interest is his updated previously unpublished 2006 talk that explores how firms and entrepreneurs fit into the scholarly debates on the Great Divergence between the West and the Rest. This is a splendid collection. Mira Wilkins, Florida International University, US This fascinating volume explores the roles played by entrepreneurship and multinational enterprises in the development of the modern global world. Through a combination of new and previously published essays charting business developments from the nineteenth century onward, the author demonstrates how multinational corporations have driven globalization through the transfer of innovation and cultural values. The selected essays cover a range of topics, including studies of global industries and major corporations including Beiersdorf and Unilever. Additional chapters explore economic and corporate development in specific countries, such as India, Iran and Turkey. Merging rich historical evidence with discussion of the current state of global business, this book reveals how examining entrepreneurial activity and

multinational strategies deepen explanations of global patterns of wealth and poverty. It offers compelling new perspectives on current debates about globalization from one of the most prominent scholars in the field of business history. This volume will appeal to students and professors of economics, entrepreneurship, international business and history as well as anyone with an interest in understanding the past, present and future of globalization.

An essential guide to the intractable public debates about the virtues and vices of economic globalization, cutting through the complexity to reveal the fault lines that divide us and the points of agreement that might bring us together. Globalization has lifted millions out of poverty. Globalization is a weapon the rich use to exploit the poor. Globalization builds bridges across national boundaries. Globalization fuels the populism and great-power competition that is tearing the world apart. When it comes to the politics of free trade and open borders, the camps are dug in, producing a kaleidoscope of claims and counterclaims, unlikely alliances, and unexpected foes. But what exactly are we fighting about? And how might we approach these issues more productively? Anthea Roberts and Nicolas Lamp cut through the confusion with an indispensable survey of the interests, logics, and ideologies driving these intractable debates, which lie at the heart of so much political dispute and decision making. The authors expertly guide us through six competing narratives about the virtues and vices of globalization: the old establishment view that globalization benefits everyone (win-win), the pessimistic belief that it threatens us all with pandemics and climate change (lose-lose), along with various rival accounts that focus on specific winners and losers, from China to America's rust belt. Instead of picking sides, *Six Faces of Globalization* gives all these positions their due, showing how each deploys sophisticated arguments and compelling evidence. Both globalization's boosters and detractors will come away with their eyes opened. By isolating the fundamental value conflicts—growth versus sustainability, efficiency versus social stability—driving disagreement and show where rival narratives converge, Roberts and Lamp provide a holistic framework for understanding current debates. In doing so, they showcase a more integrative way of thinking about complex problems.

*Bread and Beauty* is a study of the works and life of José Carlos Mariátegui (1894-1930), the autodidact Peruvian scholar and revolutionary activist frequently considered the most important Latin American Marxist.

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

*Bread and Beauty: The Cultural Politics of José Carlos Mariátegui*

*Globalizing the Beauty Business Before 1980*

*The Taylorized Beauty of the Mechanical*

*Who Wins, Who Loses, and Why It Matters*

*Embodying an Emerging Nation*

*The Routledge Companion to Beauty Politics*

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.

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.

While it is frequently trivialized, the business of beauty is one of the most important global industries, generating millions of dollars and implicating many more the world over, from consumers to corporate elites. As trends spread so do ideas about standards of

appearance and what is necessary to look good and fit in -- standards that are often influenced by ideas about race, class and gender norms. In looking at beauty products, practices, and ideas of youth in Guadalajara, Mexico, *The Beauty Trade* takes seriously the question of whether and how beauty norms are changing in relation to the globalizing beauty economy. Angela B. V. McCracken considers who benefits and who loses from beauty globalization and what this means for gender norms among youth. Weaving together fascinating ethnographic research on beauty practices and insights from political economy theory, the book presents a feminist analysis of the global economy of beauty. Rather than a sign of frivolity, the beauty economy is intimately connected to youth's social and economic development. Cosmetic makeovers have become a modern rite of passage for girls, enabling social connections and differentiations, as well as entrepreneurial activities. The global beauty economy is a phenomenon generated by young people, mostly women, laboring in, teaching, and consuming beauty --- and eager for belonging and originality, using every mechanism at their disposal to enhance their appearance. As McCracken shows, globalization is not homogenizing beauty standards to a Western ideal; rather, it is diversifying beauty standards. *The Beauty Trade* explains how globalization, combined with youth's desires for uniqueness, is enabling the spread of a diversity of beauty cultures, including alternative visions of gender appropriate looks and behavior.

The Nigerian beauty pageant industry positions itself as working to symbolically restore the public face of the nation while seeking to materially shift the private lives of affiliates on the ground.

Fear of Beauty

Global Beauty, Local Bodies

Six Faces of Globalization

Casablanca, Paris, Cairo

Framing the Bride

Colonial Faces

The market for financial derivatives is far and away the largest and most powerful market in the world, and it is growing exponentially. valuation of financial derivatives was only a few million dollars. By 1980 the sum had swollen to nearly one hundred million dollars. By 1990 it climbed to almost one hundred billion dollars, and in 2000 it approached one hundred trillion. Created and sustained by a small number of American banks, corporations, and hedge funds, the derivatives market has an enormous impact on the economies of nations—particularly emerging nations—because it controls the price of money. Derivatives bought and sold by means of computer keystrokes in London and New York, and in food, clothing, and housing in Johannesburg, Kuala Lumpur, and Buenos Aires. Arguing that social theorists concerned with globalization have neglected themselves with the mechanisms of a world economy based on the rapid circulation of capital, Edward LiPuma and Benjamin Lee offer an introduction to financial derivatives. LiPuma and Lee explain how derivatives are essentially wagers—often on the fluctuations of national economies—on models that aggregate and price risk. They describe how these financial instruments are changing the face of capitalism, underminin

nations and perpetrating a new and less visible form of domination on postcolonial societies. As they ask: How does one know about, let alone fight against, an unlisted, virtual, offshore corporation that operates in an unregulated electronic space using a secret proprietary trading strategy to sell arcane financial instruments? LiPuma and Lee provide a necessary look at the obscure but consequential role of financial derivatives in the global economy.

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

The Global Beauty Industry is an interdisciplinary text that uses beauty to explore topics of gender, race, class, colorism, nation, bodies, transnationalism, and intersectionality. Integrating materials from a wide range of cultural and geo-political contexts, it coalesces with other works to produce more internationally relevant curricula in fields such as sociology, as well as cultural, women's/gender, media, and globalization studies. Beauty today is a paradox. The cult of beauty is ubiquitous but it has lost its transcendence and become little more than an aspect of the aesthetic dimension of capitalism. The sublime and unsettling aspects of beauty have given way to corporeal pleasures and 'likes', resulting in the 'pornography' of beauty. In this book, cultural theorist Byung-Chul Han reinvigorates aesthetic theory for our digital age. He interrogates our preoccupation with all things slick and smooth, from Jeff Koon's sculptures and the iPhone to Brazilian waxing. Reaching far deeper than the reactions to viral videos and memes, Han reclaims beauty, showing how it manifests itself as truth, temptation and even disaster. This profound exploration of beauty, encompassing ethical and political considerations as well as aesthetic, will appeal to all those interested in aesthetic theory, philosophy and digital media.

Design in the Age of Its Global Reproducibility

Colorism, Racism, and the National Body

Legendary Icons Who Redefined Beauty (and How to Glow Up, Too)

Globalizing Ideal Beauty

The Globalization of Cosmetic Surgery: Examining BRIC and Beyond

Buying Beauty

*Pop City examines the use of Korean television dramas and K-pop music to promote urban and rural places in South Korea. Building on the phenomenon of Korean pop culture, Youjeong Oh argues that pop culture-mediated place selling mediates two separate domains: political decentralization and the globalization of Korean popular culture. The local election system introduced in the mid 90s has stimulated strong desires among city mayors and county and district governors to develop and promote their areas. Riding on the Korean Wave—the overseas popularity of Korean entertainment, also called Hallyu—Korean cities have actively used K-dramas and K-pop idols in advertisements designed to attract foreign tourists to their regions. Hallyu, meanwhile, has turned the Korean entertainment industry into a speculative field into which numerous players venture by attracting cities as sponsors. By analyzing the process of culture-mediated place marketing, Pop City shows that urban spaces are produced and sold just like TV dramas and pop idols by promoting spectacular images rather than substantial physical and cultural qualities. Popular culture-associated urban promotion also uses the emotional engagement of its users in advertising urban space, just as pop culture draws on fans' and audiences' affective commitments to sell its products. Oh demonstrates how the speculative, image-based, and consumer-exploitive nature of popular culture shapes the commodification of urban space and ultimately argues that pop culture-mediated place promotion entails the*

*domination of urban space by capital in more sophisticated and fetishized ways.*

*This book uses a micro-analysis of language in and around Tanzanian beauty pageants to examine what happens at beauty pageants, and the ways in which contestants are evaluated, and how this sheds light on life in urban Tanzania today. By integrating linguistic and non-linguistic data the book illustrates the real-life effects of language policy and structural inequality on people's lives.*

*The battered body of an Afghan boy is found at the base of a cliff outside a remote village in Helmand Province, Afghanistan. Did he fall as most of the villagers think? Or is this the work of American soldiers, as others want to believe? Not far from the village, the US Army has set up a training outpost. Sofi, the boy's illiterate young mother, is desperate to find the truth about her son's death. But extremists move in and offer to roust the "infidels" from the region, adding new pressures and restrictions for the small village and its women. We hear two sides of this story. One is Sofi's. The other is that of US Army Special Ranger Joey Pearson, who is in this faraway place to escape a rough childhood and rigidly fundamentalist parents. In time, and defying all odds, Sofi secretly learns to read--with the help of Mita Samuelson, an American aid worker. Through reading, the Afghan woman develops her own interpretation of how to live the good life while discovering the identity of her son's murderer and the extremists' real purpose in her village. As they search for answers, Sofi, Joey, and Mita come to the same realization: in each of their separate cultures the urge to preserve a way of life can lead to a fundamentalism that destroys a society's basic values. From the Trade Paperback edition.*

*Offering a study in the history of ideas, of design and architecture, and of cultural politics, this book converges on the issues of globalisation. It explores the development of international laws of intellectual property, ideas of design pedagogy, and competing philosophies of aesthetics.*

*Three Faces of Beauty*

*Beauty Diplomacy*

*Exploring Contemporary Japanese Body Aesthetics*

*Globalizing Beauty and Romance in Taiwan's Bridal Industry*

*The Global Beauty Industry*

*Beauty as an Ethical Ideal*

Cosmetic surgery in China has grown rapidly in recent years of dramatic social transition. Facing fierce competition in all spheres of daily life, more and more women consider cosmetic surgery as an investment to gain "beauty capital" to increase opportunities for social and career success. Building on rich ethnographic data, this book presents the perspectives of women who have undergone cosmetic surgery, illuminating the aspirations behind their choices. The author explores how turbulent economic, socio-cultural and political changes in China since the 1980s have produced immense anxiety that is experienced by women both mentally and physically. This book will appeal to readers who are interested in gender studies, China studies, anthropology and sociology of the body, and cultural studies.

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 a success or failure.

## Access Free The Globalization Of Beauty

Perfect Me explores the changing nature of the beauty ideal, showing how it is more dominant, demanding, and global than ever before. Arguing that our perception of the self is changing, Heather Widdows shows that more and more, we locate the self in the body. Nobody is firm enough, thin enough, smooth enough, or buff enough—not without significant effort and cosmetic intervention. To understand these rising demands, we need to recognize their ethical aspect and seek out new communal responses.

A timely and academically-significant contribution to scholarship on community, identity, and globalization in the Roman and Hellenistic worlds *Community and Identity at the Edges of the Classical World* examines the construction of personal and communal identities in the ancient world, exploring how globalism, multi-culturalism, and other macro events influenced micro identities throughout the Hellenistic and Roman empires. This innovative volume discusses where contact and the sharing of ideas was occurring in the time period, and applies modern theories based on networks and communication to historical and archaeological data. A new generation of international scholars challenge traditional views of Classical history and offer original perspectives on the impact globalizing trends had on localized areas—insights that resonate with similar issues today. This singular resource presents a broad, multi-national view rarely found in western collected volumes, including Serbian, Macedonian, and Russian scholarship on the Roman Empire, as well as on Roman and Hellenistic archaeological sites in Eastern Europe. Topics include Egyptian identity in the Hellenistic world, cultural identity in Roman Greece, Romanization in Slovenia, Balkan Latin, the provincial organization of cults in Roman Britain, and Soviet studies of Roman Empire and imperialism. Serving as a synthesis of contemporary scholarship on the wider topic of identity and community, this volume: Provides an expansive materialist approach to the topic of globalization in the Roman world Examines ethnicity in the Roman empire from the viewpoint of minority populations Offers several views of metascholarship, a growing sub-discipline that compares ancient material to modern scholarship Covers a range of themes, time periods, and geographic areas not included in most western publications *Community and Identity at the Edges of the Classical World* is a valuable resource for academics, researchers, and graduate students examining identity and ethnicity in the ancient world, as well as for those working in multiple fields of study, from Classical, Hellenistic, and Roman historians, to the study of ethnicity, identity, and globalizing trends in time. Andrea Jung, the glamorous former head of Avon, was arguably the world's most charismatic and effective CEO, credited with the astonishing turnaround of the venerable brand. Avon's board was filled with tough-minded, successful CEOs and other high achievers, but when Jung walked into a room wearing her Chanel suit, custom-blended lipstick and signature pearls, every head turned and she had them eating out of her hand. She seemed incapable of making a wrong move, until, amid declining sales, an investigation by the SEC, and a brand in crisis she stepped down in late 2012. In *Beauty Queen*, former Avon VP Deborah Himsel uses Jung's story as a case study for two timeless leadership questions: What makes great leaders

great? And what makes them fail? She explores both Jung's early years of success as well as the combination of missteps that led to her downfall, including her failure to nurture Avon's direct selling channel, the erosion of trust that occurred as a result of frequent decision reversals, and her ignorance of operational details, including how her people secured a license to conduct door-to-door sales in China, that led to a federal investigation. Through interviews with other CEOs, Avon executives past and present, and leadership experts, Hiimsel explores the unique challenges Jung faced as a female Fortune 500 CEO; the thin line between pride and hubris; and the danger of the so-called "halo effect" in our high-stakes times.

Making Up the Difference

Women, Advertising, and the Power of Marketing

Korean Popular Culture and the Selling of Place

Beauty and the Norm

Perfect Me

Beauty Queen

**'On Behalf of Others' offers both a theoretical and empirical discussion of the psychology of ethics and care in a global world. The book takes an interdisciplinary approach to understanding how political, economic, social and psychological forces interact and are mutually reinforced in a global context.**

**The growth of the service economy, widespread acceptance of cosmetic technologies, expansion of global media, and the intensification of scrutiny of appearance brought about by the internet have heightened the power of beauty ideals in everyday life. A range of interdisciplinary contributions by an international roster of established and emerging scholars will introduce students to the emergence of debates about beauty, including work in history, sociology, communications, anthropology, gender studies, disability studies, ethnic studies, cultural studies, philosophy, and psychology. The Routledge Companion to Beauty Politics is an essential reference work for students and researchers interested in the politics of appearance. Comprising over 30 chapters by a team of international contributors the Handbook is divided into six parts: Theorizing Beauty Politics Competing Definitions of Beauty Beauty, Activism, and Social Change Body Work Beauty and Labor Beauty and the Lifecourse The Routledge Companion to Beauty Politics is essential reading for students in Women and Gender Studies, Sociology, Media Studies, Communications, Philosophy, and Psychology.**

**The global beauty business permeates our lives, influencing how we perceive ourselves and what it is**

**to be beautiful. This book provides the first authoritative history of the global beauty industry from its emergence in the 19th century to the present day, exploring how today's global giants such as Avon, Coty, Estée Lauder, and L'Oréal, grew.**

**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 Psychology of Care in a Global World**

**A History of the Global Beauty Industry**

**If These Walls Could Talk**

**"How Cultural Globalization Shapes Our Beauty Ideals : a Comparative Study on Hungary and Taiwan".**

**The Bureaucracy of Beauty**

**Youth, Gender, and Fashion Globalization**

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.

Globalizing Ideal Beauty is the forgotten history of a group of women copywriters whose successful ad campaigns went international in the 1920s and spread an American notion of feminine appeal from Bangor to Bangkok. Sutton's approach is grounded in a huge body of original archival research that has so far remained largely untapped.

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.

"Do not be misled by the title of this book. It is a study of Taiwan's bridal industry but it is also a fine ethnography of marriage in contemporary urban Taipei. With great subtlety, Bonnie Adrian shows us how much marriage in Taiwan has changed and how many of the old ways it has retained. She does so with wit and humor."—Margery Wolf, author of *A Thrice-Told Tale: Feminism, Postmodernism, and Ethnographic Responsibility* "Faced with the puzzle of the ubiquitous bridal photography in Taipei, Bonnie Adrian has produced a model ethnography of media-saturated contemporary life. Ethnographically adventurous, analytically smart, and warmly human, this book cleverly unpacks the ways women's canny choices in Taiwan are forged at the intersection of everyday worlds of inter-generational tension, fantasies fed by a keenly competitive local culture industry, and global imagery tied to the transnational beauty industry. Unlike many who work on globalization, Adrian has not lost sight of the ways that gender and family are still at the heart of people's social worlds and women are not victims."—Lila Abu-Lughod, author of *Veiled Sentiments and Writing Women's Worlds*

Inside the Reign of Avon's Andrea Jung

Pretty Boys

Language, Globalization and the Making of a Tanzanian Beauty Queen

This Way to Forever

Community and Identity at the Edges of the Classical World

Beauty Up

*In this inclusive, illustrated history and guide to skin care and beauty, journalist and founder of Very Good Light David Yi teaches us that self-care, wellness, and feeling beautiful transcends time, boundaries, and binaries—and that pretty boys can change the world Chanel and Goop might have seemed ahead of the curve when they launched their men's beauty and wellness lines, but pharaohs were exfoliating, moisturizing, and masking eons earlier. Thousands of years before Harry Styles strutted down the red carpet with multicolored fingernails, Babylonian army officials had their own personal manicure sets. And BTS might have become an international sensation for their smoky eyes and perfect pouts, but the Korean Hwarang warriors who put on a full face before battle preceded them by centuries.*

*Pretty Boys unearths diverse and surprising beauty icons who have redefined what masculinity and gender expression look like throughout history, to empower us to live and look our truths. Whether you're brand new to beauty, or you already have a ten-step routine, Pretty Boys will inspire and teach you how to find your best self through tutorials, beauty secrets, and advice from the biggest names in the beauty industry, Hollywood, and social media. From Frank Ocean's skin-care routine to Clark Gable's perfectly styled hair, Rami Malek's subtle eyeliner to a face beat to the gods à la Boy George or Kimchi the drag queen, K-Beauty to clean beauty, Pretty Boys will completely change the way we all see gender expression and identity.*

*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 business, economic and cultural obstacles to globalization. The process was difficult and complex. The globalization of toiletries proceeded faster than cosmetics, skin and hair care. By 1980 there remained strong differences between consumer markets. Although American influence was strong, it was already evident that globalization had not resulted in the creation of a stereotyped American blond and blue-eyed beauty female ideal as the world standard, although it had significantly narrowed the range of variation in beauty and hygiene ideals.*

*"Colonial Faces: Beauty and Skin Color Hierarchy in the Philippines and the U.S." investigates how perceptions of beauty, skin color hierarchy, the globalization of beauty standards, and the ongoing colonial relationship between the Philippines and the U.S. are related. This project takes a transnational approach in order to compare beauty and skin color hierarchy among Filipinas in the Philippines and in the diaspora. It examines how beauty standards are constructed locally and globally, and how Filipino women in the Philippines and the U.S. respond to these standards. It addresses the popularity of skin-lightening products in the Philippines and looks at how Filipino American women are affected by this practice. This project also explores how skin-lightening products are marketed and analyzes the role of mixed-race models in this marketing.*

*Not a traditional architectural history but rather a sociological study of the profession of architecture during its early modernist period, this text provides an understanding of the degree to which modernist architecture emerged from a tradition of engineering and industrial management.*

*L'Oreal and the Globalization of American Beauty*

*Beauty and Skin Color Hierarchy in the Philippines and the U.S.*

*Aesthetics and Aspiration in Urban India*

*On Behalf of Others*

*Brutal Beauty*

Three Faces of Beauty offers a unique approach to understanding globalization and cultural change based on a comparative, ethnographic study of a nearly universal institution: the beauty salon. Susan Ossman traces the images and words of the beauty industry as they developed historically between Paris, Cairo, and Casablanca and then vividly demonstrates how such images are embodied today in salons located in each city. By examining how images from fashion magazines, film, and advertising are enacted in beauty salons, Ossman demonstrates how embodiment is able to display and rework certain hierarchies. While offering the possibility of freedom from the tethers of status, nation, religion, and nature, beauty is created by these very categories and values, Ossman shows. Drawing on hundreds of interviews, she documents the various rituals of welcome, choice-making, pricing practices, and spatial arrangements in multiple salons. She also reveals ways in which patrons in all three cities imagine and co-opt looks they believe are fashionable in the other cities. By observing salons as scenes of instruction, Ossman reveals that beautiful bodies evolve within the intertwining contexts of media, modernity, location, time, postcolonialism, and male expectation.

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.

Scientific Management and the Rise of Modernist Architecture

Debating Standardization in Bodily Appearance

Cosmetic Surgery in China

Beauty Imagined

Women, Beauty, and Direct Selling in Ecuador

Community Muralism and the Beauty of Justice