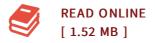




Cool: How the Brain s Hidden Quest for Cool Drives Our Economy and Shapes Our World

By Steven Quartz, Anette Asp

Farrar, Straus and Giroux, United States, 2016. Paperback. Book Condition: New. Reprint. 208 x 137 mm. Language: English . Brand New Book. If you have ever wondered why SUVs replaced minivans, how one rap song turned the cognac industry upside down, or what gives Levi s jeans their iconic allure, look no further-in Cool, Steven Quartz and Anette Asp finally explain the fascinating science behind unexpected trends and enduring successes. We live in a world of conspicuous consumption, where the clothes we wear, the cars we drive, and the food we eat lead double lives: they don t merely satisfy our needs; they also communicate our values, identities, and aspirations. In Beverly Hills, tourists flock to the famous Rodeo Drive-not to shop, but simply to take photographs of themselves in front of luxury stores. And for one week in August, hundreds of thousands of HarleyDavidson fans from all over the world descend on the remote town of Sturgis, South Dakota, and engulf the otherwise sleepy hamlet in the deafening roar of motorcycle engines. Why do brands inspire such devotion? Quartz and Asp bring together groundbreaking findings in neuroscience, economics, and evolutionary biology to present a new understanding of why we...



Reviews

The ideal ebook i actually study. It is among the most incredible book we have study. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Boyd Steuber

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- Jarod Bartoletti

Related eBooks



Read Write Inc. Phonics: Purple Set 2 Non-Fiction 4 What is it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 215×108 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books is carefully levelled to match childrens growing...



What is Love A Kid Friendly Interpretation of 1 John 311, 16-18 1 Corinthians 131-8 13

Teaching Christ's Children Publishing. Paperback. Book Condition: New. Daan Yahya (illustrator). Paperback. 26 pages. Dimensions: 10.0in. x 8.0in. x 0.1in.What is Love is a Bible based picture book that is designed to help children understand what love is. In the story, twins...



What is in My Net? (Pink B) NF

Pearson Education Limited. Book Condition: New. This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's children to read. In this book, Zac and Daisy are fishing....



Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for girls. Sisters in Time Series. Age 8-12,...



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



Children's Educational Book Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...