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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...



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