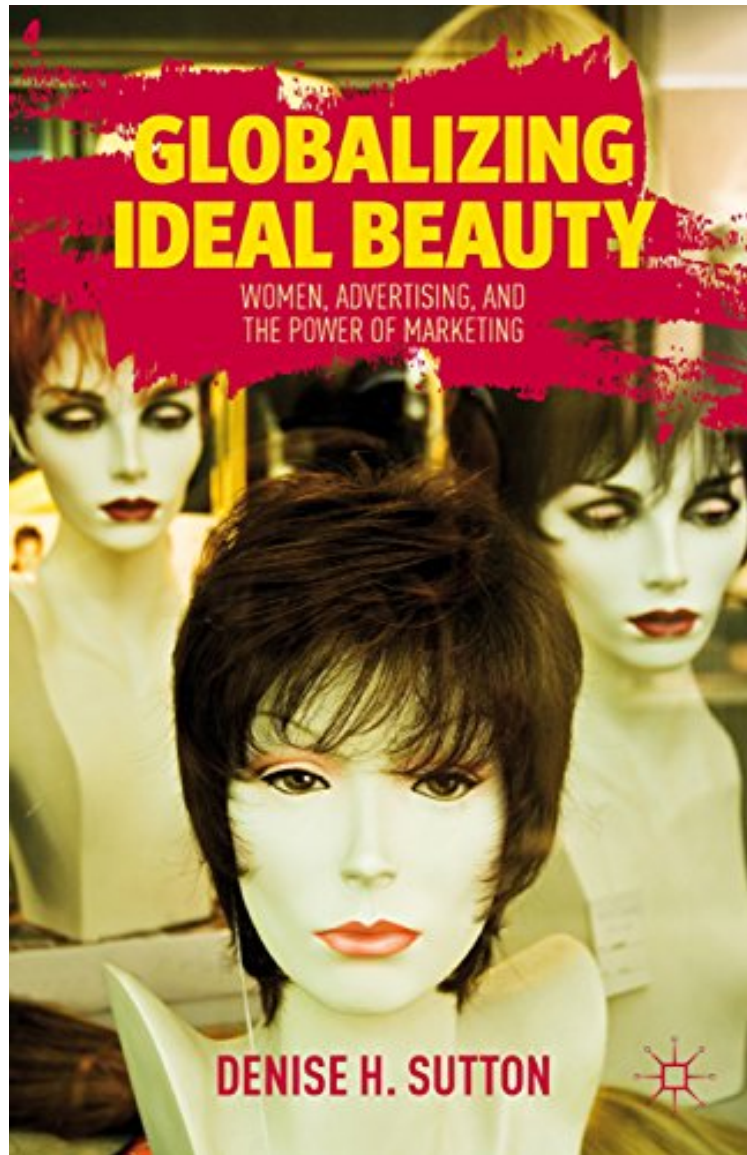


[Library ebook] Globalizing Ideal Beauty: Women, Advertising, and the Power of Marketing

Globalizing Ideal Beauty: Women, Advertising, and the Power of Marketing

D. Sutton

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D. Sutton : Globalizing Ideal Beauty: Women, Advertising, and the Power of Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Globalizing Ideal Beauty: Women, Advertising, and the Power of Marketing:

1 of 1 people found the following review helpful. Ingenious addition to an advertising or cultural history syllabus By Leslie Harris I teach a Master's level History of Beauty course to marketing professionals in the beauty industry, and

used Denise Sutton's book as a reference text to show how the birth of the advertising industry in America revolutionized the international beauty and related consumer fields. It was the first time I used this text, and it was so well-received by students that I intend to make it a required text for the course going forward. The brilliance of Sutton's well-researched book, which looks at the way female advertising copywriters helped to create standards of beauty for women both in the US and in colonizing areas, lies in the way she has weaved the disciplines of Cultural History, Marketing, and Women's History into an absorbing read (long before *Mad Men* ever made it fashionable.) Throughout the book, she takes a case study approach which brings the text to life for students and fosters interaction in class. Her chapter on Pond's Cold Cream and Vanishing Cream, in particular, is highly recommended for its ability to illustrate how a company's marketing need (boosting sales of flagging products) had a knock on effect of changing perceptions of femininity, race, and class. This case study really resonated with students and was referenced again and again as a part of their new knowledge. In short - Denise Sutton's book is a great read for anyone interested in beauty and cultural history, but it's also a great find for professors and teachers looking to make their classes more relevant and interdisciplinary. Who needs *Mad Men* when you can have the real thing over 40 years earlier?

2 of 2 people found the following review helpful. Mad Men and Globalizing Ideal Beauty
By Leanne Alexander
I am a huge fan of *Mad Men* and was excited to hear that a book was written about a group of advertising women at J. Walter Thompson in the early 20th century. The ad women at J. Walter Thompson precede Sterling Cooper's Peggy by about thirty years! But the concept is the same: women were hired to create ad campaigns for women's products. The surprise is just how much women contributed to JWT creatively and financially--making it the most influential ad agency in the US. Even though it was written by an academic, this book reads like a story I couldn't put down. I really got a sense of the people and work culture at this agency. If you are a fan of *Mad Men*, you will love this book.

0 of 0 people found the following review helpful. Five Stars
By Majic82
Love it

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.

"Provides a glimpse into the origins of advertising and the key role that women played in creating today's global standard of feminine beauty . . . A useful volume for marketing as well as women's studies collections . . . Recommended." - Choice "An empirically rich and beautifully written study of the complex and often contradictory roles that women and gender played in the history of American advertising. This should be essential reading for all those interested in understanding in what ways gender, class and race matter to the projection of American commercial culture at home and abroad." - Mona Domosh, Dartmouth College "This absorbing book contributes to a growing body of sophisticated work about 20th century advertising. Sutton's study follows a group of avant-garde female copywriters, the J. Walter Thompson Women's Editorial Department, focusing particularly on the interwar years. Sutton shows how these class-conscious, professional, modern, feminist style-setting copywriters created 20th century cosmetics advertising in JWT's imperialist, hyper-masculine corporate culture." - Tani E. Barlow, Ting Tsung and Wei Fong Chao Professor of Asian Studies, History Department, Rice University.

About the Author
DENISE H. SUTTON
has worked in higher education in New York City, USA, as a professor and administrator and at the Harlem Children's Zone as Director of Communications.