



Branded Beauty: How Marketing Changed the Way We Look

By Mark Tungate

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Beauty is a multi-billion dollar global industry embracing make-up, skincare, hair care, fragrances, cosmetic surgery - even tattooing and piercing. Over the years it has used flattery, seduction, science and shame to persuade consumers that they'll have to invest if they want to look their best. In *Branded Beauty*, Mark Tungate delves into the history and evolution of the beauty business. From luxury boutiques in Paris to tattoo parlours in Brooklyn, he talks to the people who've made skin their trade. He analyses the marketing strategies used by those who create and sell beauty products. He visits the labs where researchers seek the key to eternal youth. He compares attitudes to beauty around the world and examines the rise of organic beauty products. Full of fascinating detail on great names such as Rubinstein and Arden, Revlon, Estée Lauder, L'Oréal and Max Factor, *Branded Beauty* also considers the future of the beauty business.

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Editorial Review

Review

"Readers will enjoy Tungate's storytelling, and he includes helpful bullet points that summarize each chapter. ...Chapters that discuss the rising popularity of tattooing, cosmetic surgery, digital marketing, and ethical and sustainable products are of particular interest and could be useful in forecasting trends. ...Summing Up: Recommended. General readers and lower-division students."
(D. Salomon *CHOICE*)

"[F]ascinating book... well written, interesting and solid (footnotes for example) and it is full of fun facts and new details and stories. I can recommend this to anyone, I loved it."
(Bettina Grissen *A Corner of the Library*)

Brand owners and entrepreneurs, beauty and cosmetology students, marketing students and the general public.

"I highly recommend this book for anybody who wants a comprehensive example of marketing in action, as well as for the everyday cosmetics consumer." (Shannon Hopkins *LuxuryReading.com*)

"Tungate's descriptive writing and cliffhanger chapter endings make the biographical portion of the book both fascinating and highly entertaining... Tungate's arguments are well-researched and his findings on an industry that is notoriously secretive are enlightening and often surprising. ...should not be seen as a critique of cosmetic companies. Rather, it is an in-depth look at how the industry developed and where it stands today. After all, Tungate's specialty is marketing, as an instructor of branding and advertising courses at Parsons Paris School of Art and Design, as well as the author of several books and columns regarding advertising. The story of how a few men and women revolutionized marketing strategies as well as public opinion on beauty is indeed enthralling and *Branded Beauty* will be valuable for anyone interested in a behind-the-scenes look at one of the world's most ubiquitous industries." (Claire Posner *ForeWord Reviews*)

About the Author

Mark Tungate is a journalist specializing in marketing, media, and communication. He is the author of the books *Adland*, *Fashion Brands*, and *Branded Male*. As a journalist, Mark has written for publications such as *The Times*, *The Telegraph*, and *The Independent*. He has a weekly column in the French media magazine *Stratégies* and writes about marketing, fashion and design for the website *Stylus.com*. Alongside his writing, he teaches at Parsons Paris School of Art and Design.

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