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"The Substance of Style" is a beautifully written book about how the quest for aesthetically pleasing surroundings and objects is affecting the way we trade, work and behave. The book is wide ranging and witty - it takes the reader from monumental architecture to humourous insights into the styling of the toilet brush.

The Substance of Style: How the Rise of Aesthetic Value Is ...

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness. by. Virginia Postrel (Goodreads Author) 3.48 · Rating details · 453 ratings · 45 reviews. Whether it's sleek leather pants, a shiny new Apple computer, or a designer toaster, we make important decisions as consumers every day based on our sensory experience.

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Harper Collins, Mar 17, 2009 - Social Science -...

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The Substance of Style How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness A New York Times Book Review "Notable Book" "One of the Best Business Books of 2004," Strategy and Business

The Substance of Style - Virginia Postrel

The Substance of Style Publisher: HarperCollins Length: 237 Subtitle: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, & Consciousness Price: \$24.95 Author: Virginia Postrel

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Review of Virginia Postrel, The Substance of Style (2004, Harper Perennial, Paperback) Virginia Postrel's The Substance of Style is a book I've been meaning to read for a long time. Postrel has a rare combination of talents: her writing is fluid, vivid, and memorable, her writing is informed by careful economic reasoning, and despite her expertise she doesn't assume that her aesthetic and cultural choices are self-evidently better than anyone else's.

On "The Substance of Style" - Lifehack

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness. Hardcover □ September 1, 2003. by Virginia Postrel (Author) 3.6 out of 5 stars 60 ratings. See all formats and editions.

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In changing minds, the substance approach focuses on functional value creation, pointing to action rather than talk and tangible benefits before beauty. It is associated with a management style that emphasizes solid delivery, and a sales approach that majors on value-creating features rather than aesthetics.

Style vs. Substance - Changing minds

□ The substance of style consists of its ability to signal identity and that reminds □ourselves and the world of what we think is important.□ The Substance of Style also delves into the broader implications of living in an aesthetic age. For all the choices and options available to customers there are a lot of

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roadblocks being put up.

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Mach und Dach: "Story: Substance, Structure, Style, and the Principles of Screenwriting" by Robert McKee (Original review, 1997-11-30) Aristotle's observations of drama, is very far from the early dramaturgy as 18th century Lessing for instance.

Story: Substance, Structure, Style, and the Principles of ...

The Substance of Style. Let's reassess our guilty relationship with style. Disapproval abounds on this planet. If we can't do away with disapproval, we may as quietly manage those who dispense it -- and feel secure that we're operating from a position of strength. By ...

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WES ANDERSON: THE SUBSTANCE OF STYLE, PARTS 1-5 Published March, 2009 at Moving Image Source, the online magazine of the Museum of the Moving Image. Warning: as these videos were encoded and published four years ago, they may not play on many mobile devices. The Substance of Style, Pt 1. Orson Welles, Francois Truffaut, Bill Melendez.

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