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Illustrated. 287 pp.

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The Conquest of Cool : Business Culture, Counterculture ...

"The Conquest of
Cool," in contrast,
seeks to trace how a
business community,

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dynamic rather than fossilized, embraced images of insurgency to shift mainstream consumerism from father knows best ...

The Conquest of Cool: Business Culture, Counterculture ...

In "The Conquest of the Cool" Frank argues that a new style of consumerism grew out of a change in the style of advertising in the

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late 1950s. He provides a well-written and well-documented history of the business philosophies of the major advertising agencies after World War II and how that philosophy and the agencies changed through the 1960s.

The Conquest of Cool: Business Culture, Counterculture ...

The Conquest of Cool:

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Business Culture,
Counterculture, and
the Rise of Hip
Consumerism. While
the youth
counterculture remains
the most evocative and
best-remembered
symbol of the cultural
ferment of the 1960s,
the revolution that
shook American
business during those
boom years has gone
largely unremarked.

The Conquest of
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Cool: Business

Culture... —

Northwestern ...

"The Conquest of Cool" is the answer from a historical perspective. Seeking the origins of the countercultural critique, Frank finds them not on the campus or in the commune but in the business management books and ad agency creative departments of the 1950s.

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Consumer
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Read Free The Conquest Of Cool Business Culture **Counterculture**

Thomas Frank's *The Conquest of Cool* successfully reframes the traditional perception of the Sixties counterculture: that it represented a rebellion against the consumption-oriented values of "mass society." Frank's purpose is to demonstrate that Madison Avenue and consumption-based industries such as soda

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bottlers and men's wear welcomed the counterculture, realizing that the cult of instant gratification would make the Baby Boomers better consumers than their thrifty parents.

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...

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Business Culture,

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Illustrated. 287 pp.
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Press, 1997. 322 pp.
ISBN 9780226259918.

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**Conquest of Cool by
Thomas Frank,
excerpt**

The Conquest of Cool:
Business Culture,
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University of Chicago
Press, 1997. xii + 287
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tables, notes, and
index. \$22.95 (cloth),
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