

Cool!

Jon M. Fishman

The Book of Cool Marianne Taylor,2009-06-30 From jazz music to wearing sunglasses indoors, “cool” has always been the ultimate social label. The craving for this acceptance has powered popular culture for the last hundred years. Fashion, music, cars, pop idols, attitudes, and even some schools and parents, have been labeled Cool. But by whom? The truth is: no one in particular. And then there is the whimsical nature of being Cool: The arbiters of taste and style are so eager to pronounce something Cool, that something immediately becomes uncool as the masses rush to adopt it, in order to be Cool first. Something or someone can be so “In” they quickly become “So Five Minutes Ago” before spiraling downward to “Out.” And then, like nerds and bell-bottoms, something can be so “Out”, it's “In.” (That's cool.) Taylor details the history of Cool, spotlighting its current manifestations. She charts the evolution of Cool from the sidewalks to the boardrooms, separating who creates cool from who merely markets it.

Cool Greg Foley,Andrew Luecke,2017-05-09 Cool is a compendium of global youth subcultures and street styles—from Flappers to Swing Kids, to Goths to today’s Normcore—that have shaped the fashion zeitgeist. It’s no secret that the youth of the world buck conventional mainstream culture every chance they get, blazing countercultural trails in the process. Driven by their thirst for art and music, and their environment, young people combine their inspirations with the innate desire to rebel, resulting in a defiant subculture; and mainstream society runs to catch up, to co-opt it, and drag it to the mainstream. Lindy Hoppers of the 1930s, greasers of the 1950s, Rude Boys of the 1960s, glam rockers of the 1970s, club kids of the 1980s: there are countless subculture styles that were born from resisting authority. COOL: Style, Sound, and Subversion is equal parts historical chronicle and handbook of the myriad subcultures—most unknown to mainstream culture—that have influenced style. Authors Greg Foley and Andrew Luecke have compiled a comprehensive list of subcultures that have evolved over more than one hundred years, taking a look at the fashion, the art, the films, the books, the music, and historical context of these style movements, many of which came to influence conventional culture and eventually became a norm. Lavish with original illustrations, COOL references a wealth of ephemera—including a timeline, zeitgeist films, 'zines, secret music scenes, art collectives, and over one hundred music playlists tied to specific subcultures through the years—to give the reader a thoroughly vibrant picture of each movement and their sub-movements. COOL: Style, Sound, and Subversion is sure to appeal to fashionistas, culture mavens, and pop culture fans alike.

Cool Steven Quartz,Anette Asp,2015-04-14 A philosopher/neuroscientist and a political scientist present their intriguing theory of consumerism, discussing how the human brain's decision-making instincts that date back to primitive times, coupled with an unconscious need for social esteem ultimately drive spending habits.

Cool It Bjorn Lomborg,2007-09-11 Bjorn Lomborg argues that many of the elaborate and staggeringly expensive actions now being considered to meet the challenges of global warming ultimately will have little impact on the world’s temperature. He suggests that rather than focusing on ineffective solutions that will cost us trillions of dollars over the coming decades, we should be looking for smarter, more cost-effective approaches (such as massively increasing our commitment to green energy R&D) that will allow us to deal not only with climate change but also with other pressing global concerns, such as malaria and HIV/AIDS. And he considers why and how this debate has fostered an atmosphere in which dissenters are immediately demonized.

American Cool Peter N. Stearns,1994-04 Cool. The concept has distinctly American qualities and it permeates almost every aspect of contemporary American culture. From Kool cigarettes and the Peanuts cartoon's Joe Cool to West Side Story (Keep cool, boy.) and urban slang (Be cool. Chill out.), the idea of cool, in its many manifestations, has seized a central place in our vocabulary. Where did this preoccupation with cool come from? How was Victorian culture, seemingly so ensconced, replaced with the current emotional status quo? From whence came American Cool? These are the questions Peter Stearns seeks to answer in this timely and engaging volume. American Cool focuses extensively on the transition decades, from the erosion of Victorianism in the 1920s to the solidification of a cool culture in the 1960s. Beyond describing the characteristics of the new directions and how they altered or amended earlier standards, the book seeks to explain why the change occurred. It then assesses some of the outcomes and longer-range consequences of this transformation.

How Cool Brands Stay Hot Joeri Van Den Bergh,Mattias Behrer,2013-03-03 How Cool Brands Stay Hot reveals what drives Generation Y, the most marketing savvy and advertising-critical generation, and how you can develop the right brand strategies to reach this group which, at three times the size of Generation X, has a big impact on society and business. Packed with qualitative and quantitative research plus creative ideas on how to position, develop and promote brands to the new consumer generation, it explains the five crucial steps or dimensions on how to stay a cool youngster brand. The first edition of How Cool Brands Stay Hot won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and Expert Marketer's Marketing Book of the Year 2011. This fully updated second edition incorporates additional years of extensive research and includes new case studies and 18 interviews with global brand and marketing executives of successful brands such as Converse, Heineken, Diesel, Coca-Cola, MasterCard, eBay, and the BBC.

How to Stay Cool, Calm & Collected when the Pressure's on John E. Newman,1992 Presents a plan for choosing how to destroy stress.

*Cool Castles* Sean Kenney,2012-10-30 Provides instructions for using bricks from off-the-shelf LEGO products to create medieval scenes.

*Cool Cougar! Cool Cougar! Cool Cougar! and the "Puma" Dance* Nicole M. Love,2012-04 Cool Cooper Puma is so smooth. Cool Cooper Puma is so smart. Cool Cooper Puma is so strong. Come along and do that Puma Dance! Do that Puma Dance! Do that Puma Dance!

*Cool Conduct* Helmut Lethen,2002-03-27 Cool Conduct is an elegant interpretation of attitudes and mentalities that informed the Weimar Republic by a scholar well known for his profound knowledge of this period. Helmut Lethen writes of cool conduct as a cultivated antidote to the heated atmosphere of post-World War I Germany, as a way of burying shame and animosity that might otherwise make social contact impossible.

*Way Too Cool* Shannon Winnubst,2015-09-08 Life, liberty, and the pursuit of cool have informed the American ethos since at least the 1970s. Whether we strive for it in politics or fashion, cool is big business for those who can sell it across a range of markets and media. Yet the concept wasn't always a popular commodity. Cool began as a potent aesthetic of post-World War II black culture, embodying a very specific, highly charged method of resistance to white supremacy and the globalized exploitation of capital. *Way Too Cool* follows the hollowing-out of coolness in modern American culture and its reflection of a larger evasion of race, racism, and ethics now common in neoliberal society. It revisits such watershed events as the 1960s Civil Rights Movement, second-wave feminism, the emergence of identity politics, 1980s multiculturalism, 1990s rhetorics of diversity and colorblindness, 9/11, and Hurricane Katrina, as well as the contemporaneous developments of rising mass incarceration and legalized same-sex marriage. It pairs the perversion of cool with the slow erasure of racial and ethical issues from our social consciousness, which effectively quashes our desire to act ethically and resist abuses of power. The cooler we become, the more indifferent we grow to the question of values, particularly inquiry that spurs protest and conflict. This book sounds an alarm for those who care about preserving our ties to an American tradition of resistance.

**Coolfarming Chapter 1: How Do You Turn a Cool Idea into a Trend? ,**

*Cool Classic Cars* Jon M. Fishman,2018 Introduces the classic car, an old or antique vehicle that is often collectible.

*Cool Kids* Echosmith,Graham Sierota,Jamie Sierota,Noah Sierota,Sydney Sierota,Jeffrey David Sierota,Jesiah Dzwonek,2014-09-05 Taken from their debut album, *Talking Dreams*, *Cool Kids* is Echosmith's catchy yet poignant expression of adolescent alienation. This edition captures the feeling of the recording and features piano accompaniment, lyrics, vocal melody, and guitar chord diagrams.

*Cool Skateboarding Facts* Sandy Donovan,2010-12 Simple text and full-color photos illustrate facts about the history, equipment, tricks, and records of skateboarding--Provided by publisher.

*Cool Kid Musicians* Laura Hamilton Waxman,2020 Talented kid musicians describe how they achieved their dream careers! Real-life success stories will inspire music lovers. Back matter includes tips for readers to get started on their musical adventure.

*The Bona Fide Legend of Cool Papa Bell* Lonnie Wheeler,2021-02-09 The first full biography of the star Negro Leaguer and Hall of Famer James "Cool Papa" Bell (1903–1991) was a legend in black baseball, a lightning fast switch hitter elected to the National Baseball Hall of Fame in 1974. Bell's speed was extraordinary; as Satchel Paige famously quipped, he was so fast he could flip a light switch and be in bed before the room got dark. In *The Bona Fide Legend of Cool Papa Bell*, experienced baseball writer and historian Lonnie Wheeler recounts the life of this extraordinary player, a key member of some of the greatest Negro League teams in history. Born to sharecroppers in Mississippi, Bell was part of the Great Migration, and in St. Louis, baseball saved Bell from a life working in slaughterhouses. Wheeler charts Bell's ups and downs in life and in baseball, in the United States, the Dominican Republic, and Mexico, where he went to escape American racism and MLB's color line. Rich in context and suffused in myth, this is a treat for fans of baseball history.

**Activity in Cool Star Envelopes** O. Havnes,B.R. Pettersen,J.H.M.M. Schmitt,Jan-Erik Solheim,2012-12-06 Proceedings of the Midnight Sun Conference, held in Tromsø, Norway, July 1-8, 1987

*Totally Cool Grandparenting* Leslie Linsley,1997-08-15 Offers advice, humor, and time-tested tactics for making the most of grandparenting.

*Cool that Anger!* Louise Spilsbury,2008-12-04 Do you need to improve your study skills? Or learn how to manage your money? Maybe you'd like to know how to be a great babysitter, or a poised and perfect public speaker? Life Skills is here to help! Packed with expert advice, valuable tips, real-life case studies, and quizzes, this series encourages the development of a wide range of practical and personal skills that will help you to move confidently into the adult world and achieve success in the 21st-century workplace. Do you want to take control of your emotions? Maybe you are unsure why you get really angry with your sister or when your team loses a game? *Cool That Anger!* will help you to understand how the physical and chemical changes your body is going through can influence the way you deal with frustration and anger. Learn about some of the triggers that may be affecting your emotions, from internal hormonal changes and mood swings to external pressures, such as bullying and difficult family issues. This book is packed with real-life quotes and tips to help you recognize anger flash points in yourself and others, why you feel the way you do, and how to gain control and keep your cool. Book jacket.

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