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Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. "For all the right reasons." "Cars that can." "What to Drive." "The perfect Car for an Imperfect World." Only one of these slogans would be chosen by Subaru of America to sell its cars in the recession year of 1991. As six advertising agencies scrambled for the account and the winner tried to churn out the Big Idea that would install Subaru in the collective national unconscious, Randall Rothenberg was there, observing every nuance of the chaos, comedy, creativity, and egotism that made up an ad campaign. One can read Rothenberg's book as the behind-the-scenes chronicle of the brief and very troubled marriage between a beleaguered automobile company and Wieden & Kennedy, an aggressively hip ad agency whose creative director despised cars. One can read it as a history of advertising's journey from the conventionally upbeat slogan "Helps Build Strong Bodies 12 Ways" to the supercool nineties minimalism of "Bo Knows." Either way, Where the Suckers Moon is a face-paced, insightful, and occasionally appalling look at an industry whose obsession with image has affected our entire culture. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. Models covered: VW Golf, GTI, Jetta and Cabrio 1999 through 2002. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. An in-depth, hard-hitting account of the mistakes, miscalculations and myopia that have doomed America's automobile industry. In the 1990s, Detroit's Big Three automobile companies were riding high. The introduction of the minivan and the SUV had revitalized the industry, and it was widely believed that Detroit had miraculously overcome the threat of foreign imports and regained its ascendant position. As Micheline Maynard makes brilliantly clear in THE END OF DETROIT, however, the traditional American car industry was, in fact, headed for disaster. Maynard argues that by focusing on high-profit trucks and SUVs, the Big Three missed a golden opportunity to win back the American car-buyer. Foreign companies like Toyota and Honda solidified their dominance in family and economy cars, gained market share in high-margin luxury cars, and, in an ironic twist, soon stormed in with their own sophisticatedly engineered and marketed SUVs, pickups and minivans. Detroit, suffering from a "good enough" syndrome and wedded to ineffective marketing gimmicks like rebates and zero-percent financing, failed to give consumers what they really wanted—reliability, the latest technology and good design at a reasonable cost. Drawing on a wide range of interviews with industry leaders, including Toyota's Fujio Cho, Nissan's Carlos Ghosn, Chrysler's Dieter Zetsche, BMW's Helmut Panke, and GM's Robert Lutz, as well as car designers, engineers, test drivers and owners, Maynard presents a stark picture of the culture of arrogance

and insularity that led American car manufacturers astray. Maynard predicts that, by the end of the decade, one of the American car makers will no longer exist in its present form. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. Complete step-by-step repair and maintenance information, 700+ photos, and wiring diagrams all based on a full disassembly and reassembly of the vehicle. In 2004 Kevin Roberts wrote Lovemarks: the future beyond brands. It was admired by many as a breakthrough in marketing thinking but was also controversial because of its surprisingly obvious thesis: that emotional connections are at the heart of sustained relationships between producers, retailers, and consumers. While many companies were using the language of war in their marketing (target, penetrate, ambush), Roberts was using the language of love (mystery, sensuality, intimacy). He explained in simple terms what people are often loath to admit: we make decisions with our emotions over our reason. Lovemarks described the journey by which brands could move from consumer respect based on intellect, to consumer love based on emotion—and in return gain "loyalty beyond reason." In 2010 Advertising Age magazine named Lovemarks one of their "ideas of the decade," while noting that the roadmap for brands to achieve Lovemark status was still not entirely clear. Loveworks: How the world's top marketers make emotional connections to win in the marketplace adds to the original Lovemarks by showcasing real-world business examples and outlining the roadmaps followed by several world-renowned brands to achieve Lovemark status: Procter & Gamble, Toyota, Visa, General Mills, Miller, T-Mobile, and Lenovo are just a few examples of businesses winning in the marketplace through the application of the Lovemarks theory, maintaining laser-like focus on making and sustaining emotional connections with consumers. Loveworks features 20 case stories from clients and markets worldwide in widely varying categories. "My book shows that Lovemarks thinking works—anywhere, anytime. All it takes is having the brains to implement it, the guts to see it through, and an abiding faith in emotion as your compass," says Brian Sheehan. Covers all U.S. and Canadian models of Toyota Camry, Avalon, Solara and Lexus ES 300/330 models. Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. With the growing body of knowledge on branding, there are now more facets of branding that brand custodians need to know than ever before. A unique compilation of branding experts, The Definitive Book of Branding addresses the needs of branding professionals across the world. The book walks the reader through the different ways in which brands drive the company's strategy, bring meaning to employees, instill passion in consumers, and maintain their appeal over time and across countries. It does not look only at the marketing aspect of brands but also at the organizational aspects of branding, which provides a holistic approach to the subject. 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Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. The Crisis, founded by W.E.B. Du Bois as the official publication of the NAACP, is a journal of civil rights, history, politics, and culture and seeks to educate and challenge its readers about issues that continue to plague African Americans and other communities of color. For nearly 100 years, The Crisis has been the magazine of opinion and thought leaders, decision makers, peacemakers and justice seekers. It has chronicled, informed, educated, entertained and, in many instances, set the economic, political and social agenda for our nation and its multi-ethnic citizens. The first authoritative yet accessible guide to this broad and popular topic Sociology is the study of human and societal interaction, and because society is constantly changing, sociology will always remain a crucial and relevant subject. Sociology For Dummies helps you understand this complex field, serving as the ideal study guide both when you're deciding to take a class as well as when you are already participating in a course. Provides a general overview of what sociology is as well as an in-depth look at some of the major concepts and theories Offers examples of how sociology can be applied and its importance to everyday life Avoiding jargon, Sociology For Dummies will get you up to speed on this widely studied topic in no time.