

Absolut Book The Absolut Vodka Advertising Story

The Martini Book includes dozens of delicious new recipes and even more useful information on creating flawless versions of our most popular and enduring cocktail. It's classic, sublime, and America's favorite indulgence? the martini. As the symbol for sophistication and "cool," it stands alone. The traditional "dry martini," made with gin and a hint of vermouth, may be the starting point but The Martini Book takes it to the next level, offering hundreds of modern twists in addition to the tried and true original. Make no mistake, the classic versions of the drink are here, complete with tips for making them perfectly every time. But for those who are more adventurous or looking to expand their drink repertoire, new recipes include the Flirtini, the GreenTeani, the Frosty Mango Martini, the Ginger Snap Martini, and many, many more. There is also practical information on stirring and shaking, a list of essential bar tools (including glassware), and a list of must-have ingredients for any home bar.

"Kim Haasarud's culinary approach to the cocktail embraces fresh ingredients and a playful disregard for the ordinary. A fine addition to the home library and a great resource for a young bartender." --Dale DeGroff, author of The Craft of the Cocktail

Disputes recent efforts by leaders within the LGBT community to assimilate into mainstream culture with essays that describe the lives and problems of individuals who do not fit into their currently acceptable norms.

C# Made Easy - a Step-by-Step Guide for Beginners Get the Kindle version FREE when purchasing the Paperback! Learning a programming language can seem like a daunting task. You may have looked at coding in the past, and felt it was too complicated and confusing. This comprehensive beginner's guide will take you step by step through learning one of the best programming languages out there. In a matter of no time, you will be writing code like a professional. C# is one of the most widely used programming languages available, and for good reason. Developed by Microsoft, it boasts a simplified syntax, type safety, garbage collection, cross-language capabilities and developer support. It is easy to learn, easy to read and a joy to work with. What This Book Offers Made for Beginners This guide is written specifically for beginners. We take you step-by-step through writing your very first program, explaining each portion of code as we go along. We guide you through choosing an IDE, as well as how to save, compile and run your programs. 70 Practical Examples With each concept, we provide one or more example to illustrate the topic in a way that makes it easy to understand. We break examples down into their basic workings, and provide the output for you to compare to your own results. Introduction to C# For newcomers to C# we look at what the language has to offer, its origin and design goals, as well as features and capabilities, before stepping into more in-depth topics. Key Topics Basics of C# Writing Your First Program, Step-By-Step Basic Program Structure How to Use a Compiler Which IDE to Choose Capabilities of C# Sample Applications Data Types Variables Constants and Literals Operators Type Conversion The Nullable Type Get Your Copy Today!

With more than 1,000 recipes, The Ultimate Little Martini Book is perfect for any bar, party, or event. Now updated with new recipes, indexes by drink name and alcohol type, color internals, and a fresh look, no drink enthusiast will be able to shake or stir without it. Featuring martini recipes from America's best bartenders and www.bartender.com, such as: ? Glacier Blue Martini: Stolichnaya vodka, Bombay gin, and blue curacao ? Cherry Kiss: Vincent vodka, maraschino cherry juice, pineapple juice, and grenadine ? Spanish Martini: dry sack sherry, gin, and a twist of lemon, blended

From the New York Times bestselling author of the Artemis Fowl series comes a hilarious and high-octane adult novel about a vodka-drinking, Flashdance-loving dragon who lives an isolated life in the bayous of Louisiana—and the raucous adventures that ensue when he crosses paths with a fifteen-year-old troublemaker on the run from a crooked sheriff. In the days of yore, he flew the skies and scorched angry mobs—now he hides from swamp tour boats and rises only with the greatest reluctance from his Laz-Z-Boy recliner. Laying low in the bayou, this once-magnificent fire breather has been reduced to lighting Marlboros with nose sparks, swilling Absolut in a Flashdance T-shirt, and binging Netflix in a fishing shack. For centuries, he struck fear in hearts far and wide as Wyvern, Lord Highfire of the Highfire Eyrie—now he goes by Vern. However...he has survived, unlike the rest. He is the last of his kind, the last dragon. Still, no amount of vodka can drown the loneliness in his molten core. Vern's glory days are long gone. Or are they? A canny Cajun swamp rat, young Everett "Squib" Moreau does what he can to survive, trying not to break the heart of his saintly single mother. He's finally decided to work for a shady smuggler—but on his first night, he witnesses his boss murdered by a crooked constable. Regence Hooke is not just a dirty cop, he's a despicable human being—who happens to want Squib's momma in the worst way. When Hooke goes after his hidden witness with a grenade launcher, Squib finds himself airlifted from certain death by...a dragon? The swamp can make strange bedfellows, and rather than be fried alive so the dragon can keep his secret, Squib strikes a deal with the scaly apex predator. He can act as his go-between (aka familiar)—fetch his vodka, keep him company, etc.—in exchange for protection from Hooke. Soon the three of them are careening headlong toward a combustible confrontation. There's about to be a fiery reckoning, in which either dragons finally go extinct—or Vern's glory days are back. A triumphant return to the genre-bending fantasy that Eoin Colfer is so well known for, Highfire is an effortlessly clever and relentlessly funny tour-de-force of comedy and action.

CD-ROM contains: Videos of Absolut ads in Windows media, Quicktime, and Macromedia Flash formats.

Includes CD-ROM. Absolut Sequel is the eagerly anticipated follow-up to the New York Times bestseller, Absolut Book. This companion volume provides a definitive illustrated history of the last ten years of one of the most successful ad campaigns in history. Since Absolut Book's release, the Absolut advertising campaign has broadened its scope from movies to websites and gone global with its international reach. The clever ads found in Absolut Sequel are organized into themes including Cities, Artists, Writers, Album Covers, Collectors, Movies, and the Internet. This is the ultimate collection of the last ten years of Absolut ads, many never before seen, including controversial advertising created, but never used in print. Absolut Sequel is sure to make readers fall in love with the ads, and the vodka, all over again. As Goran Lundquist, president of Absolut, says about the Absolut sensation, "the consumers drink the ads as much as they drink the vodka."

An illuminating look at the surprising upside of ambiguity—and how, properly harnessed, it can inspire learning, creativity, even empathy Life today feels more overwhelming and chaotic than ever. Whether it's a confounding work problem or a faltering relationship or an unclear medical diagnosis, we face constant uncertainty. And we're continually bombarded with information, much of it contradictory. Managing ambiguity—in our jobs, our relationships, and daily lives—is quickly becoming an essential skill. Yet most of us don't know where to begin. As Jamie Holmes shows in Nonsense, being confused is unpleasant, so we tend to shutter our minds as we grasp for meaning and stability, especially in stressful circumstances. We're hard-wired to resolve contradictions quickly and extinguish anomalies. This can be useful, of course. When a tiger is chasing you, you can't be indecisive. But as Nonsense reveals, our need for closure has its own dangers. It makes us stick to our first answer, which is not always the best, and it makes us search for meaning in the wrong places. When we latch onto fast and easy truths, we lose a vital opportunity to learn something new, solve a hard problem, or see the world from another perspective. In other words, confusion—that uncomfortable mental place—has a hidden upside. We just need to know how to use it. This lively and original book points the

way. Over the last few years, new insights from social psychology and cognitive science have deepened our understanding of the role of ambiguity in our lives and Holmes brings this research together for the first time, showing how we can use uncertainty to our advantage. Filled with illuminating stories—from spy games and doomsday cults to Absolut Vodka’s ad campaign and the creation of Mad Libs—Nonsense promises to transform the way we conduct business, educate our children, and make decisions. In an increasingly unpredictable, complex world, it turns out that what matters most isn’t IQ, willpower, or confidence in what we know. It’s how we deal with what we don’t understand.

The biography of Paul Ricard—whose eponymous company Pernod Ricard produced and popularized pastis, an anise aperitif from his native Marseille—embodies a wonderfully rich business success story of the 20th century. Overcoming significant adversity amid the turmoil of the 1930s, Ricard built a renowned premium spirits brand, parlaying the beauty and mystique of Provence into a worldwide libation. A savvy marketer and maverick, Paul Ricard started a company in Marseille, France, to introduce pernod, the beloved local aperitif, to the world. With its striking, colorful branding that evoked sunny Provence, the company thrived until the arrival of World War II, when Ricard was forced to close down operations. Ever the entrepreneur, he pivoted to agriculture and built up a successful rice farm from scratch. After the war, Ricard rebuilt his brand anew and lay the groundwork for the global leader it is today. This is the story of Ricard’s extraordinary life, a timeless tale of adventure, business prowess, and endless adaptability. In addition to his successful spirits company, Ricard opened a popular racecar circuit; transformed Mediterranean islands into vacation destinations; and pursued his lifelong love of painting. With endless optimism, strategic acumen, and unwavering determination, Ricard navigated his way through turbulent political and economic times to create a successful business that has stood the test of time and now includes more than 35 international brands, from Absolut Vodka to Chival Regal.

Absolut BookThe Absolut Vodka Advertising StoryJourney Editions (VT)

Traces the rise of a forefront international ad agency, revealing how the company's use of disruption-based campaigns promoted their successes and how their strategies have been adopted by other top companies including Nissan, Adidas, and Apple. 20,000 first printing.

Peek into some of New York City's other museums. Travel to museums and experience exhibits through the authors' eyes with this informative vignettes. Readers will enjoy having a profile of the city's art community in the palms of their hands. Eighty-one museums are featured along with photographs, directions, helpful tips, and the authors' impressions. From the Museum of American Illustration to the Rubin Museum of Art, visitors and natives alike will delight in these unique gems.

“We are at a crossroads: either we can try to prop up the old, broken marketing model, or we can create a new model, one that is fit for the unique challenges of today.” —From Good Is the New Cool Marketing has an image problem. Media-savvy millennials, and their younger Gen Z counterparts, no longer trust advertising, and they demand increased social responsibility from their brands—while still insisting on cutting-edge products with on-trend design. As always, brands need to be cool—but now they need to be good, too. It’s a tall order, and with new technology empowering consumers to bypass advertisements altogether, it won’t be long before the old, advertising-based marketing model goes the way of the major label. If only there was a new model, one that allowed companies to address environmental, civic, and economic issues in a way that grew their brand and business, while giving back to society, and re-branding branding as a powerful force for good. Enter Good is The New Cool, a bold new manifesto from marketing experts Afdhel Aziz and Bobby Jones. In provocative, whip-smart, and streetwise style, they take aim at conventional marketing, posing the questions few have had the vision and courage to ask: If the system is broken, how can we fix it? Rather than sinking money into advertising, why not create a new model, in which great marketing optimizes life? With seven revolutionary new principles—from “Treat People as Citizens, Not Consumers,” to “Lead with the Cool”—and insights and interviews from a new generation of marketers, social entrepreneurs, and leaders of such brands as Zappos, Citibank, The Honest Company, as well as the culture creators working with artists like Lady Gaga, Pharrell, and Justin Bieber, this rule-breaking book is the new business model for the twenty-first century, and a call to action for anyone committed to building a better tomorrow. This visionary book won’t just change your business—it will change the world.

This is the inside, untold story of one of the most successful, memorable advertising campaigns ever.

Clutching his vodka and his memories, he seeks refuge on an island in the Cyclades. There by chance he meets a young woman who reactivates love's vocabulary. His survival instinct faintly reappears through the distorting mirror of alcohol. Yet the craving is an irresistible, clever adversary that shows no mercy. He is drawn by his love to places that affect his emotional world ever more forcefully. Moving from Paris and Munich to London and a mountain village in central Greece, he meets a young woman and it becomes clear that the greatest magic is to be found in reality, not the bottle.

Danesi discusses brands such as Coca-Cola, McDonald's, Absolut Vodka, Apple, Gucci and Chanel. He explores the rise of the anti-brand movement and its challenges to the dominance of global brands such as Gap and Nike.

'One of the funniest books of the year' - Paul Ross, talkRADIO WARNING: CONTAINS AN UNLIKELY IMMIGRANT, AN UNSUNG COUNTRY, A BUMPY ROMANCE, SEVERAL SHATTERED PRECONCEPTIONS, TRACES OF INSIGHT, A DOZEN NUNS AND A REFERENDUM. Not many Brits move to Poland to work in a fish and chip shop. Fewer still come back wanting to be a Member of the European Parliament. In 2016 Ben Aitken moved to Poland while he still could. It wasn't love that took him but curiosity: he wanted to know what the Poles in the UK had left behind. He flew to a place he'd never heard of and then accepted a job in a chip shop on the minimum wage. When he wasn't peeling potatoes he was on the road scratching the country's surface: he milked cows with a Eurosceptic farmer; missed the bus to Auschwitz; spent Christmas with complete strangers and went to Gdańsk to learn how communism got the chop. By the year's end he had a better sense of what the Poles had turned their backs on - southern mountains, northern beaches, dumplings! - and an uncanny ability to bone cod. This is a candid, funny and offbeat tale of a year as an unlikely immigrant.

Culled from out-of-print puzzle books, and edited by the kings of crosswords, this collection contains puzzles of varying sizes and levels of difficulty. They have been revised and updated to satisfy the needs and knowledge of today's solvers. The pages are perforated for easy tearing out.

When painter Walter Wells auctions off a portrait of socialite Lady Juliet wearing a Bulgari necklace, chaos ensues as Grace McNab Salt, just out of jail from trying to run over her millionaire ex-husband's new wife Doris, falls in love with Walter, and Doris becomes obsessed with the necklace and will do anything to get it, in a wild and wicked novel filled with spite, revenge, romance, and love. Reprint.

Made from grains, molasses, potatoes, and even grapes, vodka is the traditional beverage in eastern Europe and Scandinavia, but has recently become ultra-fashionable elsewhere in the world. This extensive guide highlights vodkas both from the traditional producing countries—Russia, Poland, Finland, Sweden, and the Baltic States—as well as newer distilleries worldwide, from Kazakstan to New Zealand. Tasting notes on the different styles and flavors are included along with information on the origins, history, and regions of vodka production. Dozens of classic and refreshing new recipes round out this comprehensive guide to one of the world's most popular liquors.

Drawing on draft manuscripts and other archival material, James Joyce and Absolute Music, explores Joyce's deep engagement with musical structure, and his participation in the growing modernist discourse surrounding 19th-century musical forms. Michelle Witen examines Joyce's claim of having structured the “Sirens” episode of his masterpiece, Ulysses, as a fuga per canonem, and his changing musical project from his early works, such as Dubliners and A Portrait of the Artist as a Young Man. Informed by a deep understanding of music theory and history, the book goes on to consider the “pure music” of Joyce's final work, Finnegans Wake. Demonstrating the importance of music to Joyce, this ground-breaking study reveals new depths to this enduring body of work.

It began as poisonous rotgut in Medieval Russia—Ivan the Terrible liked it, Peter the Great loved it—but this grain alcohol “without distinctive character, aroma, taste, or color” has become our uncontested king of spirits. Over a th

Ray Foley, publisher of Bartender magazine, presents 1,000 cocktails, food recipes, fascinating facts, and resources about the spirit that inspired such marvelous inventions as the Martini, the Cosmopolitan, and Vodka Lemon-Meringue Layer Cake. Discover: --50 fascinating facts about vodka --750 unbeatable vodka cocktails --50 delicious food recipes --Information on 50 producers of vodka --100 vodka websites and resources Never before has this much information on vodka been collected in one place. From the #1 name in bartending, The Vodka 1000 is a must-have for bartenders, cooks, and vodka enthusiasts.

The author analyzes the century in advertising, focusing on the great "campaigns," from P.T. Barnum to Nike's "Just do it."

“A twisted modern love story” (Parade), Tell Me Lies is a sexy, thrilling novel about that one person who still haunts you—the other one. The wrong one. The one you couldn't let go of. The one you'll never forget. Lucy Albright is far from her Long Island upbringing when she arrives on the campus of her small California college and happy to be hundreds of miles from her mother—whom she's never forgiven for an act of betrayal in her early teen years. Quickly grasping at her fresh start, Lucy embraces college life and all it has to offer. And then she meets Stephen DeMarco. Charming. Attractive. Complicated. Devastating. Confident and cocksure, Stephen sees something in Lucy that no one else has, and she's quickly seduced by this vision of herself, and the sense of possibility that his attention brings her. Meanwhile, Stephen is determined to forget an incident buried in his past that, if exposed, could ruin him, and his single-minded drive for success extends to winning, and keeping, Lucy's heart. Lucy knows there's something about Stephen that isn't to be trusted. Stephen knows Lucy can't tear herself away. And their addicting entanglement will have consequences they never could have imagined. Alternating between Lucy's and Stephen's voices, Tell Me Lies follows their connection through college and post-college life in New York City. “Readers will be enraptured” (Booklist) by the “unforgettable beauties in this very sexy story” (Kirkus Review). With the psychological insight and biting wit of Luckiest Girl Alive, and the yearning ambitions and desires of Sweetbitter, this keenly intelligent and supremely resonant novel chronicles the exhilaration and dilemmas of young adulthood and the difficulty of letting go—even when you know you should.

A woman supports her musician lover as he works his way to rock-star status, only to find herself dumped for a Brazilian supermodel, a tragedy that causes her to seek solace in a sisterhood of women who have been jilted by successful men--and are out for revenge. By the best-selling author of The Devil Wears Prada. Reprint.

Presents African American artists, identifies dealers, and offers practical advice on insurance, framing, and tax and estate planning

The new kid on the block in Scandinavian crime! One cold morning in December, in a small rural town on the Swedish coast, Ake Melkersson is on his way to work when his car breaks down. Luckily he spots a garage nearby, but as he approaches he realises something is wrong. The owner of the garage lies dead, sprawled on the ground, his lower body crushed where a car has repeatedly driven over him. The murder investigation is led by Inspector Christian Tell who is something of a lone wolf. But he has very few clues to go on and the deceased's wife is out of the country on holiday. Ten years earlier Maya Granith is living at a college for troubled teenagers after escaping her shattered home and her neurotic mother. But when an older student takes an overbearing interest in her things begin to go wrong. Back in the present, another murder occurs when a man is shot in the head; again his body has been driven over several times. Tell is becoming increasingly involved with a female reporter but as she witness on the first case, their relationship is complicated - especially when aspects of the case remind the reporter of someone she knew who went missing ten years earlier.

Unleash Your Inner Crazy Craft Lady! Here a cat there a cat, everywhere a crafted cat! Cats to decorate your home, to wear, or to give to someone you love. The Cat Lover's Craft Book is dedicated to those who craft and those who are in love with all things cat-related! Whether you like to embroider, crochet, sew, knit or felt, there's a cat-tastic project inside this charming book you'll want to try your hand at, including: Turn your umbrella handle into a furry cat's tail Sew and embroider a personalized cat book cover Make a lovely hand embroidered brooch or earrings Make a cute cat door stop using a bottle and fabric Make cuddly cat pouches, purses and bags Knit, crochet or sew a charming cat-shaped pillow Sew a chic cat badge or button cover using cross-stitched fabric Sew an adorable cat doll and dress her up And so much more! Super simple, step-by-step instructions, diagrams, and templates make these adorable cat crafts accessible to knitting, felting and embroidery beginners. These purr-fect needlework crafts will delight cat lovers of all ages, and provide many hours of fun creating cute and kitschy cat-inspired items—the perfect handmade gifts with lots of purr-sonality.

DIVAnatomy of Design dissects fifty examples of graphic design piece by piece, revealing an array of influences and inspirations. These pieces represent contemporary artifacts that are well

conceived, finely crafted, and filled with hidden treasures. Some are overtly complex. Others are so simple that it is hard to believe there's a storehouse of inspiration hidden underneath. The selections include all kinds of design work including posters, packages, and more. Each exhibit is selected for its ubiquity, thematic import, and aesthetic significance, and every page shows how great work is derived from various inspirational and physical sources, some well-known, some unknown.

It's everywhere, including the moon (on the commemorative plaque left by Apollo 11 astronauts), Nike sneakers, the artworks of Barbara Kruger, Ed Ruscha, and Jenny Holzer, 2001: A Space Odyssey credits, Domino's Pizza boxes, Absolut Vodka bottles, and Red Bull cans. Richard Nixon used it for his presidential campaign, as did Hillary Clinton. Indeed, Futura is one of the most used fonts in the world today—the typeface of modern design—more so even than Helvetica. This fascinating book explores the cultural history and uses of a face that's so common you might not notice, until you start looking, and then you can't escape it. Douglas Thomas traces Futura from its Bauhaus-inspired origin in Paul Renner's 1924 design, to its current role as the go-to choice for corporate work, logos, motion pictures, and advertisements. Never Use Futura is illuminating, sometimes playful, reading, not just for type nerds, but for anyone interested in how typefaces are used, take on meaning, and become a language of their own.

Why is the linkage between cultural capital and economic capital growing so fast? What is favorable or not of corporate penetration and influence in the world of art? Is art just another venue of marketing? Survey and nuanced critique of this development. Sponsoring events, museums and lifestyles.

It's drinks, it's chickens: It's the cocktail book you didn't know you needed! To add some extra happy to your happy hour, invite a chicken and pour yourself a drink. Author Kate Richards serves up cocktails made for Instagram with the spoils of her Southern California garden, chicken friends by her side. Enjoy any (or all) of the 60+ deliciously drinkable garden-to-glass beverages, such as: Lilac Apricot Rum Sour Meyer Lemon + Rosemary Old Fashioned Rhubarb Rose Cobbler Blackberry Sage Spritz Cantaloupe Mint Rum Punch Cocktails are arranged seasonally, and are 100% accessible for those of us without perpetually sunny backyard gardens at our disposal. Drinking with Chickens will quickly become a boozy favorite, perfect for gifting or for hoarding all for yourself. You don't need chickens to enjoy these drinks or the colorful photos, but be careful, because you may even find yourself aspiring to be, as Kate is, a home chixologist overrun by gorgeous, loud, early-rising egg-laying ladies, and in need of a very strong drink.

Originally published as a separate book packaged inside The NoMad Cookbook, this revised and stand-alone edition of The NoMad Cocktail Book features more than 100 additional recipes, a service manual explaining the art of drink-making according to the NoMad, and 30 new full-color cocktail illustrations. Organized by type of beverage from aperitifs and classics to light, dark, and soft cocktails and syrups/infusions, this comprehensive guide shares the secrets of bar director Leo Robitschek's award-winning cocktail program. The NoMad Bar celebrates classically focused cocktails, while delving into new arenas such as festive, large-format drinks and a selection of reserve cocktails crafted with rare spirits.

"When it comes to dating, I seem to be going around in a circle. The ones I want don't want me, and the ones who want me, I don't want." -Amelia "I don't know, I just think there's too much miscommunication between guys and girls. I mean, no one knows what the fuck is going on. We need to have the discussion. We need to vent it and get it out in the open," I said, grabbing my drink from the bedside table. _____ sat on the edge of the bed and put his shirt back on. "What do you want to know?" "I just want to know what guys are thinking. I mean we have sex and stuff and nothing lasting ever comes of it," I said, taking a cigarette out and lighting it. I knew I shouldn't be smoking in the room, but I was too drunk to care. "I don't think I should say. We don't know everything girls are thinking. I think some things are better left unsaid." "I want to know. I'd prefer shit to be clearer, because I'm always confused," I replied. I could tell he was still a bit sexually frustrated, but he seemed okay to chat. "Go ahead then, ask what you want. I'll try give it to you as straight as I can. But don't hate the messenger," _____ responded, taking the champagne from my hand and having some. "I won't, promise. So why do guys act so interested and then not get in touch at all??" I asked. Excerpt taken from The Modern Break-Up.

A New York Times bestseller, Absolut Book is the behind-the-scenes account of the birth and growth of this award-winning campaign and provides a definitive illustrated history of one of the most successful ad campaigns ever. It is a collector's delight with nearly five hundred ads.

A collection of more than 50 vodka-based drinks which are quick to make. There are a selection of cocktails, ranging from the famous "Moscow Mule" to more refreshing cocktails like the "Sea Breeze". There are variations and tips to help the novice as well as the more accomplished cocktail maker, as well as anecdotes.

There is no way to mistake the ubiquitous trademarked Coca-Cola bottle, or the stylish ads for Absolut Vodka with any of their competitors. How have these companies created this irresistible appeal for their brands? How have they sustained a competitive edge through aesthetics? Bernd Schmitt and Alex Simonson, two leading experts in the emerging field of identity management, offer clear guidelines for harnessing a company's total aesthetic output -- its "look and feel" -- to provide a vital competitive advantage. Going beyond standard traditional approaches on branding, this fascinating book is the first to combine branding, identity, and image and to show how aesthetics can be managed through logos, brochures, packages, and advertisements, as well as sounds, scents, and lighting, to sell "the memorable experience." The authors explore what makes a corporate or brand identity irresistible, what styles and themes are crucial for different contexts, and what meanings certain visual symbols convey. Any person in any organization in any industry can benefit from employing the tools of "marketing aesthetics." Schmitt and Simonson describe how a firm can use these tools strategically to create a variety of sensory experiences that will (1) ensure customer satisfaction and loyalty; (2) sustain lasting customer impressions about a brand's or organization's special personality; (3) permit premium pricing; (4) provide legal "trade dress" protection from competitive attacks; (5) lower costs and raise productivity; and (6) most importantly, create irresistible appeal. The authors show how to manage identity globally and how to develop aesthetically pleasing retail spaces and environments. They also address the newly emergent topic of how to manage corporate and brand identity on the Internet. Supporting their thesis with numerous real-world success stories such as Absolut Vodka, Nike, the Gap, Cathay Pacific Airlines, Starbucks, the New Beetle Website, and Lego, the authors explain how actual companies have developed, refined, and maintained distinct corporate identities that set them apart from competitors.

Born in a Russian village in 1831, Pyotr Smirnov relied on vodka to turn a life of scarcity and anonymity into one of immense wealth and international recognition. Starting from the back rooms

and side streets of nineteenth-century Moscow, Smirnov exploited brilliant grassroots marketing strategies to popularize his products and ensconce his brand in the thirsts and imaginations of drinkers around the world. His vodka would be gulped in the taverns of Russia and Europe, be praised with accolades at world fairs, and become a staple on the tables of tsars. But his improbable ascent would be halted by the chaos of the Bolshevik Revolution, and only a bizarre set of coincidences—including an incredible prison escape by one of Smirnov's sons in 1919—would prevent Smirnov's legacy from fading into obscurity. Set against a backdrop of political and ideological currents that would determine the course of global events, *The King of Vodka* is much more than a biography of a humble serf who rose to create one of the most celebrated business empires the world has ever known. It is a work of sweeping narrative history on an epic scale.

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