

Chapter 1 : Cayleigh James (@ofstyleandsubstance_blog) â€¢ Instagram photos and videos

Intelligent, incisive, and thought provoking, The Substance of Style is a groundbreaking portrait of the democratization of taste and a brilliant examination of the way we live now. Read more [Read less](#).

But the fact that campaign strategies, and the media narrative enfolding them, have obscured genuine, substantive disagreement between Obama and Clinton, does not entail that no such disagreement exists. On the contrary, there is a deep and profound disagreement between the candidates on how to approach public policy questions, one that implies highly discrepant visions of governance. Every so often, in speeches and in debate, either Obama or Clinton or both offer glimpses of their philosophical differences. Obama put it this way: We do have a philosophical difference. The costs are too high. And so, as a consequence, we focus on reducing costs. Instead of recommending traditional welfare-state liberalism as a solvent for socioeconomic inequalities and dislocations, Goolsbee promotes programmes to essentially democratise the market, protecting and where possible expanding freedom of choice, while simultaneously creating rational, self-interested incentives for individuals to participate in solving collective problems. Back in the spring of , when the term "subprime mortgage" was beginning its ascent to ubiquity, Goolsbee composed an impressive op-ed in the New York Times , noting that - fraudulent lending practices aside - subprime products are a powerful tool for democratising the credit market and opening it up to lower socioeconomic strata, and had been substantially successful in reducing financial constraints on working-class people. Whereas Clinton has recently taken to pulling protectionist stunts and rethinking the fundamental theoretical soundness of free trade, and Edwards is behaving like the love child of Huey Long and Pat Buchanan , Obama instinctively supports free trade and grasps the universe of possibilities that globalisation opens up, and seamlessly integrates it into his "audacity of hope" theme. As he remarked in a recent debate: And we have the goods and the services and the skills and the innovation to compete anywhere in the world. The idea, as with his approach to healthcare, is to bring individual self-interest and collective needs into harmony, and let rationality do the work from there. Under ordinary circumstances, one would expect Republicans at least to respect free trade, but alas, they are inconsistent at best. As for freedom in immigration, even in politically propitious times, the modern GOP makes tactical concessions toward its xenophobic wing; in this season of famine, the Republican candidates, even those who have supported immigration in the past, have set up their nominating contest as a race to see who can take the most thuggish and contemptuous possible attitude toward Mexicans the euphemism for this posture is "out-Tancredo-ing Tancredo". Ironically, the nativist lunacy sweeping through the GOP underscores the conceptual connection between free trade and immigration, as mutually supporting pillars of economic freedom. Obama properly understands economic freedom as the best vehicle for accomplishing the historic goals of the left, which Irving Howe and Lewis Coser long ago described as wanting "simply to do away with those sources of conflict which are the cause of material deprivation and which, in turn, help create psychological and moral suffering. At the same time, Obama is not offering a retreat of Bill Clintonism, Liebermanism, triangulation, neoliberalism, the Third Way or whatever we might wish to call the business-friendly centrism of the s. For all its lofty talk of new paradigms and boundary shifting, the Third Way in practice amounted to taking a little of column A, a little of column B, and marketing the result as something new and innovative. Obama and Goolsbee propose something entirely different - not a triangulation, but a basis for crafting public policy orthogonal to the traditional liberal-conservative axis. If this approach needs a name, call it left-libertarianism. The cost - higher marginal tax rates - is real, but eminently justified by the benefits. I think I will. For more blogs on the US elections, [click here](#).

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Style Substance Discussion So what? There are two approaches in life that both oppose and complement one another. Some people prefer one and some prefer the other. Whichever we choose reflects and shapes our approach to life. Style In the style approach, we are less concerned with what is done, being more concerned with appearance. This can include visual appearance but is more focused on the impressions other people gain, including what they think and feel. Style thinking is more aligned with the principles of brand, and thinking typically starts with desired perception and works back to what must be done to create this. From a substance perspective, a style approach seems shallow and false, yet, if we are honest, much of what we do takes careful account of what others may think of us. We socially construct our selves and our reality, seeing ourselves through the eyes of others and guessing what they are thinking. The fact that this mind-reading is often wildly wrong is largely treated as being immaterial as many of us pay attention to style, even if it is not our major concern. In changing minds, the style approach expects to deceive as the end is allowed to justify the means. Substance In the substance approach, we are less concerned with appearances as we assume that actions will speak louder than words, and achievements will always trump ineffective action. Substance thinking is closely aligned with the principles of value, where what is achieved adds benefit for other people, with the size of the benefit and numbers of beneficiaries acting as multipliers. From a style perspective, this may seem crass and primitive. Those with a style perspective may also feel a bit guilty and envious of the substantial value creation. At the same time, those who focus on substance may envy the slick communications of the stylist. 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. Discussion In practice many of us use both style and substance, though in different amounts and in different circumstances. In many ways the best position is to have both strong style and strong substance. Appearances do matter and of course it is important to act as well as talk. Where people focus mostly on one side, those who emphasize style tend to succeed in the short term while those who just go for substance are more likely to succeed in the longer term. It would seem that for continued social survival substance is essential as the vacuous stylist is eventually found out, yet our often overwhelming concern for the present and the attractiveness of style means we easily forget the real value of substance. They also get a sense of control when they convince others by their deception well-meaning or otherwise. They get a sense of control when they confirm their skill in using resources to create things. When seeking to persuade, differentiate between people who are all about appearances from those who care more about what they do and deliver. Also note your own approach. Start by aligning your discussion with their preference rather than fighting your own corner. It is so easy to be contemptuous of others who see life differently.

Chapter 3 : Lexus RC review: Style and substance, but short on sport - Roadshow

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Postrel examines how the role of aesthetics and style are transforming our culture and economy in a variety of ways. In the process we get a better understanding of what this new age means for designers, decision makers, and the customers they hope to reach. Not long ago if someone told you that the hardware store would be a trendy place to hang out, you might have looked at them with a skeptical eye. But that probably meant that you missed the dawn of the age of aesthetics. Today if you walk into a Home Depot on a Saturday morning you will see a lot more than stacks of lumber and rows of lighting fixtures. If you are watching carefully you will see throngs of people participating in workshops on painting, tiling, and building backyard ponds. Walk through a new shopping area and the architecture looks more like an Italian villa than a strip mall in Davenport, Iowa. These are just the kind of strange happenings The Substance of Style explains in vivid detail. The Substance of Style goes on to explain how the age of mass production gave way to the age of mass customization. The futurists who predicted we would all be walking around in the same monotone tunics were dead wrong. The age of aesthetics had begun and suddenly style began to appear everywhere. That same focus on aesthetics by product designers is now being echoed by everyone from retailers to homebuilders, restaurants, hotels, and nearly every facet of our daily lives. Aesthetics is no longer the luxury that it once was, and that has allowed people to pick and choose styles that appeal to them as individuals. Advances in technology and product design combined with the mixing of cultures have all allowed for a greater range of aesthetic choices. This has also meant a huge growth in industries that focus on personal aesthetics. The rise in the number of day spas, nail salons, piercing shops, tooth whitening products, and other appearance enhancing services are another indication that we are living in the age of aesthetics. It is this facet of the age of aesthetics that seems to be drawing the most ire from critics. To begin with, the author believes you have to throw out the absurd notion that aesthetics are meaningless and valueless. The packaging design adds pleasure and meaning, and thus value, to morally neutral products. For all the choices and options available to customers there are a lot of roadblocks being put up. Virginia Postrel masterfully explains how the evolution of mass markets helped produce personalized aesthetics for the masses. Instead of ignoring the critics of such a trend, the book faces them head-on to point out just how much substance there is to style. Anyone who is serious about surviving in the age of aesthetics needs to read this book. The Substance of Style will not only show you what you might have been missing, but it also gives you some direction on what to do about it.

Chapter 4 : Style Over Substance - Life, Hope & Truth

My name is Nodreen but I go by the online alias of 'Style With Substance'. The concept behind this, which flows right through my YouTube channel and blog is.

Chapter 5 : Substance, not style | Opinion | The Guardian

The Substance of Style: How the Rise of Aesthetic Value Is Remaking Commerce, Culture, and Consciousness by Virginia Postrel 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.

Chapter 6 : Style vs. Substance

Intelligent, incisive, and thought-provoking, The Substance of Style is a groundbreaking portrait of the democratization of taste and a brilliant examination of the way we live now. + Read more ISBN:

Chapter 7 : Style & Substance - Wikipedia

"The Substance of Style" makes an interesting point in a whole lot of words. Postrel hypothesizes that style--contrary to the derisive "form over function" old saw--is integral to the new economy, and that success for millenials and younger hinges on them developing skills in making products that are not only useful but pretty.

Chapter 8 : Woman of Style and Substance (@womanofstyleandsubstance) â€¢ Instagram photos and vid

wes anderson: the substance of style, parts Published March, 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 may mobile devices.

Chapter 9 : Virginia Postrel

Style & Substance is an American sitcom starring Jean Smart and Nancy McKeon that aired on CBS from January 5 to September 2,