

1. Record Nr.	UNINA9910890171603321
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Titolo	Cosmetics Marketing Strategy in the Era of the Digital Ecosystem : Revolutionizing Beauty in the New Market Frontier
Pubbl/distr/stampa	Singapore : , : Springer, , 2024 ©2024
ISBN	981-9736-74-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (235 pages)
Altri autori (Persone)	HongPaul
Disciplina	338.766855
Soggetti	Cosmetics industry Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Executive Summary -- Contents -- About the Authors -- 1 Timeless Elegance: Tracing the Dynamic Evolution of Cosmetics Through History -- 1 Beginnings of Beauty: Cosmetics in Ancient Civilizations -- 1.1 Ancient Egyptian Elegance -- 1.2 Mesopotamian Innovations -- 1.3 Ancient Chinese Cosmetic Traditions -- 1.4 Ancient Indian Cosmetic Traditions -- 1.5 Beauty in Ancient Greece and Rome -- 1.6 Ancient Korean Cosmetic Traditions -- 1.7 Ancient Japanese Cosmetic Traditions -- 2 From Alchemy to Acceptance: Cosmetics in the Middle Ages and Renaissance -- 2.1 Medieval Modesty and Makeup -- 2.2 Renaissance of Beauty -- 2.3 Scientific Advancements and Alchemy -- 3 Industrialization and Innovation: The Birth of Modern Cosmetics -- 3.1 Cosmetic Chemistry Breakthroughs -- 3.2 The Changing Role of Women and Societal Attitudes -- 3.3 Hollywood's Influence on Beauty -- 3.4 Wartime Cosmetics -- 3.5 Adaptation to Wartime and Economic Fluctuations -- 4 The Cosmetics Industry Growth in the 20th Century -- 4.1 Beauty Brand Concept -- 4.2 Advertising for Products -- 4.3 Emergence of Beauty Brands -- 5 Conclusion -- References -- 2 Rising Titans: Unveiling the Enduring Foundations of Global Cosmetic Leaders -- 1 Foundations and Early Innovations
Sommario/riassunto	This book explores contemporary marketing strategies within the cosmetics industry, focusing on the impact of the digital ecosystem. It

highlights the shift towards natural and organic products, emphasizing consumer demand for transparency and ethical considerations. The authors, Young Won Park and Paul Hong, analyze digital marketing techniques, including e-commerce and social media, through case studies of major industry players like Cosmax and Shiseido. The book is intended for business professionals and academics interested in marketing, innovation, and consumer trends. It aims to provide insights into how cosmetics companies can adapt and thrive in a rapidly evolving market.
