

## Pricing Beauty The Making Of A Fashion Model Paperback 2011 Author Ashley Mears

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Ashley Mears is an American writer, sociologist, and former fashion model. She is currently an associate professor of sociology at Boston University. Mears is the author of Pricing Beauty: The Making of a Fashion Model, and is regularly quoted in media as an academic expert in the culture and economics of fashion.

### Pricing Beauty: The Making of a Fashion Model by Ashley Mears

Sociologist Ashley Mears takes us behind the brightly lit runways and glossy advertisements of the fashion industry in this insider’s study of the world of modeling. Mears, who worked as a model in New York and London, draws on observations as well as extensive interviews with male and female models, agents, clients, photographers, stylists, and others, to explore the economics and politics ...

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Pricing beauty: The making of a fashion model. Berkeley: University of California Press. Pricing Beauty is a compendium of rich ethnographic knowledge about what it means and what it feels like to be a fashion model today, demonstrating the value of a sociological perspective on such tricky, unfamiliar terrain.

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Ashley Mears is an American writer, sociologist, and former fashion model. She is currently an associate professor of sociology at Boston University. Mears is the author of Pricing Beauty: The Making of a Fashion Model, and is regularly quoted in media as an academic expert in the culture and economics of fashion.

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Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan.In setting prices, the business will take into account the price at which it could acquire the goods, the manufacturing cost, the marketplace, competition, market condition, brand, and quality of product.