

Image Credits

Chapter 1

page 2: Newscom; page 4: Newscom; page 6: Getty Images, Inc./Frank Micelotta; page 7 (top): Alamy Images/Walter Bibikow/Jon Arnold Images Ltd.; page 7 (bottom): Courtesy of U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA) and the Ad Council; page 13: Jim Schafer/Jim Schafer Location Photography, Inc.; page 14: AP Wide World Photos; page 15: Courtesy of H. J. Heinz Company; page 21: Courtesy of Snowshoe Mountain Resort; page 24: Courtesy of Ben & Jerry's Homemade Inc.; page 29: Hugh Threlfall/Alamy Images Royalty Free; page 30: Stanislaw Tokarski/Shutterstock

Chapter 2

page 32: Reproduced with permission of Yahoo! Inc. © 2010 Yahoo! Inc. Yahoo!, the Yahoo! logo and IT'S Y!OU are trademarks of Yahoo!; page 35: Courtesy of Pratt & Whitney; page 36: David Duprey/AP Wide World Photos; page 40: Courtesy of American Apparel, Inc.; page 41: Courtesy of Liz Claiborne Inc.; page 43: Bloomberg/Getty Images, Inc.; page 44 (top): Universal Pictures/Album/Newscom; page 44 (bottom): Humberto Olarte Cupas/Alamy Images; page 47: Justin Sullivan/Getty Images, Inc.-Getty News; page 50: Courtesy of Loanbright.com; page 51: Dove moisturizing cream, Dove is a Unilever brand; page 53: David Pearson/Alamy; page 57: MTP/Alamy Images; page 58: Imagebroker/Alamy Images Royalty Free

Chapter 3

page 66: Andy Kropa/Redux Pictures; page 69: Courtesy of The Michigan Economic Development Corporation; page 70: Bloomberg/Getty Images, Inc.; page 71: Bloomberg/Getty Images, Inc.; page 73: Getty Images, Inc.; page 76: Photographer: Morad Bouchakour. Courtesy of General Electric Company; page 78: Starwood Hotels & Resorts; page 80 (left): Ben Baker/Redux Pictures; page 80 (right): Peter

DaSilva/The New York Times/Redux Pictures; page 81: Reed Saxon/AP Wide World Photos; page 83: Michelle Pemberton/Indianapolis Star/Rapport Press/Newscom; page 84: Blend Images/Alamy Images; page 93: James M. Phelps, Jr./Shutterstock; page 94: Chris Howes/Wild Places Photography/Alamy Images

Chapter 4

Page 96: Courtesy of Kimberly-Clark. Svan Scooter used courtesy of Svan of Sweden AB; page 98: Christopher Schall/Impact Photo; page 100: EyesWideOpen/Contributor/Getty Images, Inc.-Liaison; page 101: Photographer Paul Elledge. Courtesy of Bank of America Corporation; page 103: Courtesy of Nottingham-Spirk; page 107: Erich Schlegel/The New York Times/Redux Pictures; page 109: Charles Sturge/Alamy Images; page 113: Courtesy of Frito-Lay, Inc.; page 114: Charles Sturge/Alamy Images; page 116: Courtesy of Servus Credit Union, Ltd.; page 119: Michael Halberstadt/Alamy Images; page 120: UpperCut Images/Alamy Images Royalty Free

Chapter 5

page 122: Jae C. Hong/AP Wide World Photos; page 124: Bloomberg/Contributor/Getty Images, Inc.-Bloomberg News; page 126: Seth Perlman/AP Wide World Photos; page 128: Courtesy of Volvo Car Corporation; page 132: Associated Press/Rick Feld/AP; page 138: The BURGER KING® trademarks and advertisements are used with permission from Burger King Corporation; page 139: Courtesy of Amy's Kitchen, Inc.; page 142: Courtesy of Tri-Union Seafoods, LLC; page 148: PSL Images/Alamy Images; page 149: ICP/Alamy Images

Chapter 6

page 150: AP Wide World Photos; page 154: Courtesy of Hot Topic, Inc.; page 156 (top): Adrian Buck/Alamy Images; page 156 (bottom): Courtesy of Snap Fitness; page 158: Courtesy of Joie de Vivre Hospitality, Inc.; page 164 (top): Woolite® is a registered trademark of Reckitt Benckiser

Inc.; page 164 (bottom): Courtesy of State Farm Mutual Automobile Insurance Co.; page 169: AP Photo/Douglas C. Pizac; page 171: Paramount Pictures/Photoshot Archive Creative; page 173: Courtesy of Savers, Inc.; page 177: John Eder/Image Bank/Getty Images; page 178: D. Hurst/Alamy Images; page 180: Archimage/Alamy Images

Chapter 7

page 182: Bloomberg/Getty Images, Inc.; page 184: Courtesy of Navistar, Inc.; page 187: Courtesy of NetApp, Inc.; page 190: Courtesy of SAS Institute, Inc. Copyright © 2010 SAS Institute, Inc., Cary, NC, USA; page 191: Newscom; page 193: SuperStock, Inc.; page 195: age fotostock/SuperStock; page 197: Courtesy of Ritchie Bros. Auctioneers; page 202: Courtesy of Tellabs; page 205: Courtesy of Chapman Kelly; page 208: digitallife/Alamy Images; page 210: Clynt Garnham/Alamy Images

Chapter 8

page 212: Ramona Settle/Alamy Images; page 217 (top): Courtesy of Avon Products, Inc.; page 217 (bottom): David L. Moore-California/Alamy Images; page 219: Courtesy of Procter & Gamble; page 220: Getty Images, Inc./Jeff Gross-Staff/Getty Images Sports; page 221 (top): © Joe Giron/Corbis All Rights Reserved; page 221 (bottom): Getty Images, Inc.; page 222: Alamy/Juhn Lund/Drew Kelly/Blend Images; page 223: UPI; page 225: Naum Kazhdan/The New York Times/Redux Pictures; page 227: Mike Groll/AP Wide World Photos; page 231: Ross D. Franklin/Associated Press/AP; page 234 (top): © The Procter & Gamble Company. Used by permission; page 234 (bottom): Courtesy of Toms of Maine; page 237: ICP/Alamy Images; page 238: Max Earey/Shutterstock

Chapter 9

page 240: © Smith/Retna Ltd./Corbis All Rights Reserved; page 242: Kristoffer Tripplaar/Alamy Images; page 243: Bloomberg/Contributor/Getty Images, Inc.-Bloomberg News;

page 244: Cameron Spencer/Staff/Getty Images, Inc.; page 245: H. Lorren Au Jr./Orange County Register/MCT/Newscom; page 249: Courtesy of MasterCard Worldwide. Photograph © Julian Wolkenstein/Bransch; page 250: Courtesy of 42Below; page 251 (top): John Kuntz/The Plain Dealer/AP Associated Press; page 251 (bottom): Courtesy of Darden Restaurants, Inc.; page 253: AP Photo/Keystone, Arno Balzarini; page 259 (top): Courtesy of Discovery Communications, Inc.; page 259 (bottom): Jeremy Noble/Flickr; page 262: Courtesy of United Technologies Corporation; page 264: © 2010 Crayola. Oval Logo®, Chevron® design, Serpentine® design, Color Wonder®, Twistables® and Color Explosion® are registered trademarks; Smile design™, Pip-Squeaks™, Color Switchers™ and Glow Explosion™ are trademarks of Crayola. © Disney. © Disney/Pixar; page 269: PSL Images/Alamy Images; page 271: Paul Prescott/Shutterstock

Chapter 10

page 274: Amanda Kamen; page 276: Newscom; page 277: Imagebrokers/Photoshot; page 281: © 2010 Visa Corporation. Courtesy of Visa International, Lew'lara/TBWA, and Timothy Hogan. Photographer: Alexandre Catan; page 282: Jeff Greenberg/Alamy Images; page 285 (top): Newscom; page 285 (bottom): Matt Stroshane/Bloomberg/Getty Images, Inc.-Getty News; page 288: James F. Quinn/Chicago Tribune/Newscom; page 289: Courtesy of Progressive Casualty Insurance Company; page 293 (top): AP Photo/Mark Lennihan; page 293 (bottom): Alex Polvi; page 295: Alex Segre/Alamy Images; page 296: Richard Levine/Alamy Images

Chapter 11

page 298: Newscom; page 301: Hannah Morse; page 302: Amanda Kamen; page 304: Kim Karpeles/Alamy Images; page 306: Courtesy of Ariat International, Inc.; page 307: Pepsi-Cola Company; page 308: Bloomberg/Getty Images, Inc.;

page 309: Courtesy of Zippo Manufacturing Company; page 310: Courtesy of Digicel Group; page 312: ICP/Alamy Images; page 314: Courtesy of AB Electrolux; page 318: Reproduced by kind permission of Sainsbury's Supermarkets Ltd.; page 319: Courtesy of General Electric Company. Photograph by Benedict Redgrove; page 321: Adriano Castelli/Shutterstock; page 322: Scott Prokop/Shutterstock

Chapter 12

page 324: Feng Li/Getty Images, Inc.-Getty News; page 327: Courtesy of Jamestown Container Companies; page 329: Sean Gallup/Getty Images, Inc.-Getty News; page 330: Monica Rueda/AP Wide World Photos; page 332: UpperCut Images/Superstock Royalty Free; page 333: Courtesy of Bang and Olufsen; page 335: Courtesy of Sub-Zero, Inc.; page 336: Courtesy of Michelin North America, Inc.; page 342: Michael Perez/Philadelphia Inquirer/MCT/Newscom; page 343: Matt Cardy/Getty Images, Inc.-Getty News; page 345: Courtesy Mohawk Industries. Carpet made with DuPont™ Sorona®; page 347: Courtesy of Sara Lee Corporation; page 348: Mary Altaffer/AP Wide World Photos; page 350: Woodsy/Shutterstock; page 352: Jose Gil/Shutterstock

Chapter 13

page 354: Holandaluz Vincent de Vries/Alamy Images; page 356: Courtesy of Zipcar; page 359 (left): Michael Caulfield/Getty Images-WireImage.com; page 359 (right): Kevin Mazur/Getty Images/Time Life Pictures; page 361: John Raoux/AP Wide World Photos; page 362 (top): Eric Piermont/Getty Images, Inc. AFP; page 362 (bottom): MajaPhoto/Dreamstime LLC-Royalty Free; page 363: Courtesy of JetBlue Airways Corporation; page 369: Courtesy of Schneider National, Inc.; page 370: Karen Ballard/Redux for Fast Company; page 371: Courtesy of USAA; page 379: Kristoffer Tripplaar/Alamy Images; page 380: Kristoffer Tripplaar/Alamy Images

Chapter 14

page 382: Dorothea Schmid/laif/Redux; page 385: Sandra Hoyn/laif/Redux; page 388: © Corbis All Rights Reserved; page 389 (top, left): Andre Jenny/Alamy Images; page 389 (top, right): Kristoffer Tripplaar/Alamy Images; page 389 (bottom, left): Stu/Alamy Images; page 389 (bottom, right): Chuck Franklin/Alamy Images; page 390: Alex Segre/Alamy Images; page 394: Hiroko Masuike/The New York Times; page 397: Courtesy of Parker Hannifin Corporation; page 399: Courtesy of Kenworth Truck Company; page 401: Gordon M. Grant/The New York Times; page 407: Chris Warde-Jones/Bloomberg via Getty Images; page 411: goldenangel/Shutterstock; page 412: Carlos E. Santa Maria/Shutterstock

Chapter 15

page 414: Justin Sullivan/Getty Images, Inc.-Getty News; page 417: Courtesy REI; page 418: Courtesy of Nautilus, Inc.; page 421 (top): Courtesy of RedEnvelope®; page 421 (bottom): Courtesy of WM GreenOps LLC.; page 422: Philip Scalia/Alamy Images; page 424: Jackson Lowen/The New York Times; page 425: Courtesy of STIHL Incorporated; page 430: Hemis/Alamy Images; page 431: Graham Jepson/Alamy Images; page 434: Richard Levine/Alamy Images; page 436: Paul Sakuma/AP Wide World Photos; page 440: Tomohiro Ohsumi/Getty Images, Inc.-Bloomberg News; page 443: NetPics/Alamy Images; page 444: Mark Mercer/Alamy Images

Chapter 16

page 446: Brad Swonetz/Redux Pictures; page 448: Charles Krupa/AP Wide World Photos; page 451: Tannen Maury/Getty Images, Inc.-Bloomberg News; page 453: Steven Senne/AP Wide World Photos; page 455: Courtesy of Aéropostale, Inc.; page 456: Richard Levine/Alamy Images; page 457: Courtesy of Bass Pro, Inc.; page 460: JB Reed/Getty Images, Inc.-Bloomberg News; page 465: Courtesy of ConMed, Inc.; page 468: Courtesy of Cameron

Hughes Wine; page 470: Cubolimages srl/Alamy Images; page 471: Kristoffer Tripplaar/Alamy Images

Chapter 17

page 474: Courtesy of Ocean Spray Cranberries, Inc.; page 477 (top): © Corbis All Rights Reserved; page 477 (bottom): Courtesy of Motorola, Inc.; page 480: Courtesy of Philips Consumer Lifestyle; page 483: Courtesy of General Electric Company. Photographer: Kai Uwe Gundlach; page 484: Jin Lee/Getty Images, Inc.-Getty News; page 487: Courtesy of Priceline.com Incorporated; page 488: Courtesy of Deere & Company; page 489: Getty Images, Inc.; page 493: Reprint Courtesy of International Business Machines Corporation, © 2010 International Business Machines Corporation; page 498: Copyright DeepGreen/Shutterstock; page 499: Kristoffer Tripplaar/Alamy Images

Chapter 18

page 502: © The Procter Gamble Company. Used by permission; page 506: PRNewsFoto/Body by Milk; page 507: Courtesy of T-Mobile Limited; page 508: Courtesy of Aflac Incorporated; page 512: © 2010 Geico. All rights reserved. Used with permission; page 514: Snickers is a registered trademark of Mars, Incorporated and its affiliates. This trademark is used with permission. Mars, Incorporated is not associated with Pearson. Advertisement printed with permission of Mars, Incorporated; page 522: Courtesy of Coupons.com Incorporated; page 524: Michael Schmelling; page 527: "The Crayola FACTORY® Tour" Photo provided courtesy of Crayola LLC and used with permission. © 2010 Crayola. The Crayola FACTORY, "TIP" character and Serpentine Design are trademarks of Crayola LLC; page 528: Mike Derer/AP Wide World Photos; page 529: Dreyer's Grand Ice Cream; page 531: Richard Levine/Alamy Images; page 532: mediablitzimages (uk) Limited/Alamy Images

Chapter 19

page 534: Pepsi-Cola Company. Photographer: Martin Wonnacott; page 537: Courtesy of L.L.Bean Inc.; page 538: Lucy Gauntlett; page 541: The BURGER KING® trademarks and advertisements are used with permission from Burger King Corporation; page 544: Trademarks are use with permission of Volkswagen Group of America, Inc.; page 547: © Intuit Inc. All rights reserved; page 548: Courtesy of Treehugger; page 549: Courtesy of Pistachio Consulting; page 550: Courtesy of Blendtec; page 552: Courtesy of Ford Motor Company; page 553: Jin Lee/Getty Images, Inc.-Getty News; page 563: 1000 Words/Shutterstock; page 564: PSL Images/Alamy Images

Chapter 20

page 566: Ryan Collerd/The New York Times/Redux Pictures; page 569: Courtesy of W. L. Gore & Associates, Inc.; page 572: Maurizio Gambarini/Newscom; page 575: Jessica Rinaldi/Reuters Limited; page 576: Buzz Pictures/Alamy Images; page 578: Martin Oeser/Getty Images, Inc. AFP; page 581: PRNewsFoto/Marriott International, Inc.; page 586: Jose M. Osorio/Chicago Tribune/Newscom; page 587: © Corbis All Rights Reserved; page 589: Jim Wilson/The New York Times/Redux Pictures; page 591: John Baran/Alamy Images Royalty Free; page 593: PSL Images/Alamy Images

Chapter 21

page 594: Joerg Boethling/Alamy Images; page 596: Ron Heflin/AP Wide World Photos; page 598: Used with permission from Microsoft; page 599: Ícaro Messias/Wikimedia Commons; page 603: Anita Back/laif/Redux Pictures; page 605: Matthew Ashton/Alamy Images; page 606: Miquel Gonzalez/laif/Redux Pictures; page 607: Indiapix/Alamy Images; page 609: Getty Images, Inc.; page 612: Getty Images, Inc.; page 614: Gold/Miller Productions/Album/Newscom; page 615: Imaginechina/AP Wide World Photos; page 618: Sandy Young/Alamy Images Royalty

Free; page 619: Lou
Linwei/Alamy Images

Chapter 22

page 620: Courtesy of The
Timberland Company;
page 622: Journal Times, Scott
Anderson/AP Wide World

Photos; page 625: © Corbis All
Rights Reserved; page 627:
Adam Rountree/Bloomberg/
Getty Images-Bloomberg; page
630: Courtesy of Procter &
Gamble; page 632: Irwin
Fedriansyah/AP Wide World

Photos; page 635: Courtesy of
British Airways Plc; page 636:
Allsport Concepts/Getty Images;
page 638: Ali Burafi/AP Wide
World Photos; page 639:
Courtesy of the World Wildlife
Fund; page 643: Matt

Rourke/AP Wide World Photos;
page 649: Alistair Ruff/Alamy
Images Royalty
Free; page 650: Leabrooks
Photography/Alamy Images
Royalty Free.