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# Brand Of Diamonds

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The Book of Diamonds  
Diamonds (3rd Edition)  
Refracted Economies  
Diamonds (4th Edition)  
Brand Meaning  
Branding in the Diamond Industry  
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Diamonds (3rd Edition)  
Diamonds  
Diamonds  
The Diamond Trade  
Famous Diamonds  
Official Gazette of the United States Patent and Trademark Office  
The Story of the Diamond  
Brilliance and Fire

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## WATSON DUDLEY

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*The Book of Diamonds* Penguin

Whether you are the manager of a large corporation or the owner of a small business, you need to know how to build and maintain powerful brands. This book will help you make decisions about the products and services your company develops or sells. It explains how to develop your target market, how to understand your brand's core values, and how to develop a brand positioning statement.

*Diamonds (3rd Edition)* Gemstone Press

What is globalization? How have the world economies changed in recent years? What impact do these changes have on business and management practice? Through creative use of examples, case studies and exercises from organizations worldwide, this book demonstrates the many levels at which globalization impacts on contemporary businesses, society and organizations and elucidates the ways in which different globalization trends and factors interrelate. Focusing on an integrated approach to understanding the effects of global trends such as new technologies, new markets, and cultural and political changes, the book enables students to understand the wider implications of globalization and apply this to their study and comprehension of contemporary business and management. Each chapter: - opens with a short and current case which introduces the key concepts covered in that chapter - provides an overview of chapter objectives to allow the student to navigate easily - illustrates the chapter concepts with useful boxed examples - concludes with a review of the key chapter concepts learnt - provides a series of review and discussion questions - offers 'Global Enterprise Project' assignments for applying course concepts to the same company - gives up-to-date references from many sources to direct student's further reading. Students can access the companion website which includes additional material in support of each chapter of the book by clicking on the 'companion website' logo above.

*Refracted Economies* Alex Greyling

Refracted Economies examines the gendered impact of the diamond industry in the Canadian Northwest Territories.

**Diamonds (4th Edition)** Ballantine Books

Perhaps the most prized of all gems, diamonds have a long and fascinating history. In this engrossing, profusely illustrated volume, that history is covered in detail — from early discoveries in the Golconda mines of India (probably the site of the first diamonds ever unearthed) and digs in Brazil, to the South African diamond rush and development of major mining companies. Over 200 illustrations include step-by-step photos showing how these valuable stones are mined and the intricacies of cutting and faceting, while reproductions of museum paintings and photographs depict famous individual diamonds as well as outstanding rings, bracelets, brooches, pins, earrings, watches, tiaras, and other traditional and modern diamond pieces. Here also are stories of the most

famous and infamous diamonds: the Koh-i-Noor in the Tower of London, the Hope in the Smithsonian Institution, the Regent in the Louvre, the Orloff in the Kremlin, and many other celebrated jewels. More than a dramatically told story of diamonds, this volume will also serve as a practical guide for anyone who owns a diamond or plans to buy one. It explains and illustrates different diamond cuts, the role of carats, and how to buy diamonds — for sentiment, beauty, show, flawlessness, or investment. Anyone who has ever been captivated by the matchless brilliance of these rare gems will find this book an informative, highly readable addition to their personal library.

*Brand Meaning* John Wiley & Sons

This title gives readers a deeper look at the diamond trade and its surrounding conflicts. Readers will learn the history of the diamond trade, including its social, political, and economic effects. Color photos and informative sidebars accompany easy-to-follow text. Features include a table of contents, timeline, facts, additional resources, web sites, a glossary, a bibliography, and an index. Essential Viewpoints is a series in Essential Library, an imprint of ABDO Publishing Company.

*Branding in the Diamond Industry* SAGE

From the author of *Women from the Ankle Down* comes a lively cultural biography of diamonds, which explores our society's obsession with the world's most brilliant gemstone and the real-world characters who make them shine. "A diamond is forever." Who among us doesn't recognize this phrase and, with it, the fascination that these shiny gemstones hold in our collective imagination as symbols of royalty, stars, and eternal love? But who gave us this catchphrase? Where do these gemstones and their colorful legacies originate? How did they become our culture's symbol of engagement and marriage? Why have they retained their coveted status throughout the centuries? Rachelle Bergstein's cultural biography of the diamond illuminates the enticing, often surprising story of our society's enduring obsession with the hardest gemstone—and the people who have worked tirelessly to ensure its continued allure. From the South African mines where most diamonds have been sourced since the late 1890s to the companies who have fought to monopolize them; from the stars who have dazzled in them to the people behind the scenes who have carefully crafted our understanding of their value—*Brilliance and Fire* offers a glittering history of the world's most coveted gemstone and its greatest champions and most colorful enthusiasts. *Brilliance and Fire* is illustrated with 16 pages of color photographs.

*The influence of Corporate Social Responsibility (CSR) on Taiwanese Consumers' Purchase Intention and Brand Image in the Diamond Industry* Turner Publishing Company

The king of stones, valued since antiquity for their unrivalled hardness, diamonds today are both desired and deplored. Once faceted and polished they glitter on the fingers of brides-to-be and in the ornaments of the super-rich, but their extraction from some of the world's poorest countries remains contentious. Immensely valuable for their size, diamonds can be easily hidden and transported, making them perfect contraband. Diamonds have been widely used in industry since the nineteenth century and have long been valued for their pharmaceutical and prophylactic properties. This entertaining and richly illustrated book examines the history of the diamond trade

through the centuries from India and Brazil to South Africa and Europe and investigates what happens to diamonds once they reach the cutters and polishers. Marcia Pointon takes the reader on a unique tour of the ways in which the quadrilateral diamond shape has inspired design, architecture, and painting, from the symbolism of medieval manuscripts to modern-day graffiti. She questions the etiquette of engagement rings, and she reminds us why and how lost, stolen, or cursed diamonds create suspense in so many classic novels and films. This compelling and fascinating account of the history of sparklers around the world will appeal to all who covet, as well as all who despise, the unparalleled brilliance and glitter of the diamond.

#### **Diamonds** ABDO

"A dynamic group biography studded with design history and high-society dash . . . [This] elegantly wrought narrative bears the Cartier hallmark."—The Economist The "astounding" (André Leon Talley) story of the family behind the Cartier empire and the three brothers who turned their grandfather's humble Parisian jewelry store into a global luxury icon—as told by a great-granddaughter with exclusive access to long-lost family archives "Ms. Cartier Brickell has done her grandfather proud."—The Wall Street Journal The Cartiers is the revealing tale of a jewelry dynasty—four generations, from revolutionary France to the 1970s. At its heart are the three Cartier brothers whose motto was "Never copy, only create" and who made their family firm internationally famous in the early days of the twentieth century, thanks to their unique and complementary talents: Louis, the visionary designer who created the first men's wristwatch to help an aviator friend tell the time without taking his hands off the controls of his flying machine; Pierre, the master dealmaker who bought the New York headquarters on Fifth Avenue for a double-stranded natural pearl necklace; and Jacques, the globe-trotting gemstone expert whose travels to India gave Cartier access to the world's best rubies, emeralds, and sapphires, inspiring the celebrated Tutti Frutti jewelry. Francesca Cartier Brickell, whose great-grandfather was the youngest of the brothers, has traveled the world researching her family's history, tracking down those connected with her ancestors and discovering long-lost pieces of the puzzle along the way. Now she reveals never-before-told dramas, romances, intrigues, betrayals, and more. The Cartiers also offers a behind-the-scenes look at the firm's most iconic jewelry—the notoriously cursed Hope Diamond, the Romanov emeralds, the classic panther pieces—and the long line of stars from the worlds of fashion, film, and royalty who wore them, from Indian maharajas and Russian grand duchesses to Wallis Simpson, Coco Chanel, and Elizabeth Taylor. Published in the two-hundredth anniversary year of the birth of the dynasty's founder, Louis-François Cartier, this book is a magnificent, definitive, epic social history shown through the deeply personal lens of one legendary family.

#### *A Girl's Guide to Buying Diamonds* GRIN Verlag

The concepts of artification and sustainability are now both at the heart of luxury brand marketing strategies; artification as an ongoing process of transformation in the world of art and sustainability as an indispensable response to the issues of our times. The Future of Luxury Brands examines three interrelated luxury-marketing segments—the art world, fashion and fine wines including hospitality services—through the dual lenses of sustainability and artification. From safeguarding human and natural resources to upholding labor rights and protecting the environment, sustainability has taken center stage in consumer consciousness, embodying both moral authority

and sound business practices. At the same time, artification—the process by which non-art is reconceived as art—applies the cachet of art to business, affording commercial products the sacred status accorded to works of art. When commercial products enter the realm of aesthetic creation, artification and consumer engagement inevitably increases. This pioneering book examining artification and sustainability as strategic pillars of marketing strategies in the luxury industry will be essential reading for practitioners working in luxury product companies, as also students of luxury brand marketing.

#### *Rough Diamonds* University of Toronto Press

This title gives readers a deeper look at the diamond trade and its surrounding conflicts. Readers will learn the history of the diamond trade, including its social, political, and economic effects. Color photos and informative sidebars accompany easy-to-follow text. Features include a table of contents, timeline, facts, additional resources, web sites, a glossary, a bibliography, and an index. Essential Viewpoints is a series in Essential Library, an imprint of ABDO Publishing Company.

#### **Diamonds Eternal** Reaktion Books

Queen of Diamonds is the story of Ngoc Soan, a flamboyant Vietnamese gambler and businesswoman who has overcome gender barriers, racial discrimination and war wounds to build a thriving Philadelphia diamond company. When she discovers that wealth alone doesn't bring happiness, she pursues her dream - lowering diamond prices for the masses. With the De Beers diamond cartel in control of the world supply, Ngoc defies the cartel in her quest for a revolutionary mining discovery - a discovery that De Beers will do anything to suppress. A sinister Russian, a brilliant geologist, a rival tycoon and Ngoc's ambitious niece complicate Ngoc's risky bid to bypass the cartel. Enter Paul Weeks, master of surveillance and disguise, who sells Ngoc the secret mining specifications. In the process, he uncovers Ngoc's own painful secret, opening new possibilities for the Queen of Diamonds."

#### *Diamonds for Profit* Antique Collectors Club Dist

Microeconomics is the most engaging introductory economics resource available to students today. Using real businesses examples to show how managers use economics to make real decisions every day, the subject is made relevant and meaningful. Each chapter of the text opens with a case study featuring a real business or real business situation, refers to the study throughout the chapter, and concludes with An Inside Look—a news article format which illustrates how a key principle covered in the chapter relates to real business situations or was used by a real company to make a real business decision. Solved problems in every chapter motivate learners to confidently connect with the theory to solve economic problems and analyse current economic events.

#### *Harry Winston* Routledge

This book explores one particular threat faced by the diamond industry and De Beers during the early 1990s: the release or leakage of rough (uncut and unpolished) diamonds on the open market by the Russian Federation in violation of their sales agreement with De Beers. Of particular interest is the discussion of how a devastating currency crisis and government budget deficit drove the Russians to leak diamonds, along with the disclosure of the secretive, duplicitous manner in which rough stones were leaked. A secondary issue addressed concerns the promotional efforts undertaken by De Beers and their marketing and distribution subsidiary, the Central Selling

Organization (CSO), recently renamed the Diamond Trading Company (DTC), to increase worldwide demand by influencing consumer perceptions and buying behavior.

*Queen of Diamonds* John Wiley & Sons

Research Paper (postgraduate) from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: A, University of Kent, course: BA, language: English, abstract: In spite of the pessimistic worries of the global economy, in 2011 the global diamond industry performed successfully beyond expectation. A total of 124 million carats of rough diamonds, which is worth of \$15 billion, were excavated (AWDC, 2013). According to the industry consulting organization, Bain & Company (2013), "those stones were worth \$24 billion after moving through the chain of dealers, cutters and polishers, on their way to making diamond jewellery worth \$71 billion at retail". They also reported that compared to 2010, the global diamond sales significantly increased by 18% to \$71 billion, close to the 2007 peak of \$73 billion before the crisis. IDEX (2013) and Tacy LTD (2013) indicated that the majority of growth contributed to the mounting demand from Chinese and Indian markets. De Beers, which is reviewed in this proposal as an example of the world's leading diamond company for more than a century, reached their second highest level of sales ever to \$6.5 billion in 2011. In the 1990s an issue of "conflict diamonds" or "blood diamonds" was heatedly debated across the globe. The diamond industry encountered the crisis from their diamond sourced countries. In several politically unstable African countries, such as Angola, Sierra Leone, Liberia, the Democratic Republic of the Congo, the diamond mines were under control of the military as a means to finance their military power. With the media's widespread coverage and the movie "Blood Diamond", the transactions between diamond buyers and the military, although not all from such illegal channels, were regarded as intensifying violent tribal conflict. Consequently, the reputation of the diamond industry was blackened (The Kimberly Process, 2013; Pauwelyn, 2003; Worldbank.org, 2013). In response to this situation, the Kimberley Process was organized in 2002. Under the auspices of the United Nations, The Kimberley Process Certification Scheme (KPCS) conducted a list of rules that every diamond trading country should obey: certification of rough diamonds is now required before being exported (Pauwelyn, 2003; Schefer, 2005). This is to "guarantee that their trade does not finance rebel activities" (The Kimberly Process, 2013).

*The Diamond Trade* GRIN Verlag

Discover the four traits of the best performing, but least known, breakout firms in BRIC countries "Rough diamonds" are the best performing firms in the BRIC (Brazil-Russia-India-China) countries. These firms compare favorably with the top 500 firms and the top 25 manufacturing firms in their countries and comparable firms worldwide, exceeding them profit margins and return on assets over an extended time period. This book outlines who these firms are and explains their exemplary performance through the Four Cs for Sustaining High Performance: Capitalizing on late development; Creating Market Inclusive Niches; Crafting Operational Excellence; and Cultivating Profitable Growth. Offers a description of the four major traits that high performance companies in Brazil, Russia, India and China have in common Contains company profiles from BRIC countries that have proved to be successful Written Sam Park the president at Skolkovo-Ernst & Young for Emerging Market Studies and Chair Professor of Strategy at Moscow School of Management

Skolkovo This important resource outlines the four traits of the best performing, but least known, breakout firms in BRIC countries.

**An Analysis of the International Diamond Market** Firefly Books

Newly updated and expanded, *Diamonds* gives you all the information you need to buy, collect, sell—or simply enjoy—diamonds with confidence and knowledge. Whether you are buying a diamond for an engagement ring, anniversary, to commemorate a special moment or for personal pleasure, today it is more important than ever to understand what you are buying. There are new shapes and cuts, fancy colors, high-tech treatments and sophisticated frauds. There are new ways to buy—such as Internet auctions. Buyers need a source of expert guidance. Practical, comprehensive and easy to understand, this book offers in depth all the information you need to buy sparkling diamonds with confidence, including: What is a diamond? An in-depth look at factors affecting differences in quality and cost. Diamond grading reports—why all the information is important, and what it tells you. How to compare prices. How to spot differences in stones that may appear to be the same quality. How to protect yourself from misrepresentation. Questions to ask when buying any diamond. What to get in writing. How to get what you want within your budget. Important information about buying on the Internet ... and much more! Written by an "insider," this easy-to-read guide is the "unofficial diamond bible" for anyone who wants to get the most for their money and enjoy what they have purchased.

**Microeconomics** Turner Publishing Company

*Organizational Communication: A Critical Approach* is the first textbook in the field that is written from a critical perspective while providing a comprehensive survey of theory and research in organizational communication. The text familiarizes students with the field of organizational communication—historically, conceptually, and practically—and challenges them to reconsider their common sense understandings of work and organizations, preparing them for participation in 21st century organizational settings. Linking theory with practice, Mumby skillfully explores the significant role played by organizations and corporations in constructing our identities. The book thus provides important ways for students to critically reflect on their own relationships to work, consumption, and organizations.

*The Future of Luxury Brands* ABDO Publishing Company

Newly updated and expanded, *Diamonds* gives you all the information you need to buy, collect, sell—or simply enjoy—diamonds with confidence and knowledge. Whether you are buying a diamond for an engagement ring, anniversary, to commemorate a special moment or for personal pleasure, today it is more important than ever to understand what you are buying. There are new shapes and cuts, fancy colors, high-tech treatments and sophisticated frauds. There are new ways to buy—such as Internet auctions. Buyers need a source of expert guidance. Practical, comprehensive and easy to understand, this book offers in depth all the information you need to buy sparkling diamonds with confidence, including: What is a diamond? An in-depth look at factors affecting differences in quality and cost. Diamond grading reports—why all the information is important, and what it tells you. How to compare prices. How to spot differences in stones that may appear to be the same quality. How to protect yourself from misrepresentation. Questions to ask when buying any diamond. What to get in writing. How to get what you want within your budget. Important information about buying on the

Internet ... and much more! Written by an "insider," this easy-to-read guide is the "unofficial diamond bible" for anyone who wants to get the most for their money and enjoy what they have purchased.

**Organizational Communication** City Desktop Productions

First discovered in 1930, the diamonds of Sierra Leone have funded one of the most savage rebel campaigns in modern history. These "blood diamonds" are smuggled out of West Africa and sold to legitimate diamond merchants in London, Antwerp, and New York, often with the complicity of the international diamond industry. Eventually, these very diamonds find their way into the rings and necklaces of brides and spouses the world over. Blood Diamonds is the gripping tale of how the diamond smuggling works, how the rebel war has effectively destroyed Sierra Leone and its people, and how the policies of the diamond industry - institutionalized in the 1880s by the De Beers cartel - have allowed it to happen. Award-winning journalist Greg Campbell traces the deadly trail of these diamonds, many of which are brought to the world market by fanatical enemies. These repercussions of diamond smuggling are felt far beyond the borders of the poor and war-ridden

country of Sierra Leone, and the consequences of overlooking this African tragedy are both shockingly deadly and unquestionably global. Updated with a new epilogue.

**The Cartiers** Walter de Gruyter GmbH & Co KG

The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building, leveraging, and rejuvenating brands. Destined to become a marketing classic, Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies. It includes: The latest thinking on key branding concepts, including brand positioning and design Strategies for launching new brands, leveraging existing brands, and managing a brand portfolio Techniques for building a brand-centered organization Insights from senior managers who have fought branding battles and won This is the first book on branding from the faculty of the Kellogg School, the respected resource for dynamic marketing information for today's ever-changing and challenging environment. Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities.

Best Sellers - Books :

- [The Collector: A Novel By Daniel Silva](#)
- [Why A Daughter Needs A Dad: Celebrate Your Father Daughter Bond This Father's Day With This Special Picture Book! \(always In](#)
- [I'm Glad My Mom Died](#)
- [Adult Children Of Emotionally Immature Parents: How To Heal From Distant, Rejecting, Or Self-involved Parents By Lindsay C. Gibson Psyd](#)
- [Little Blue Truck's Valentine](#)
- [Fahrenheit 451](#)
- [Never Lie: An Addictive Psychological Thriller By Freida Mcfadden](#)
- [The Housemaid By Freida Mcfadden](#)
- [The Very Hungry Caterpillar By Eric Carle](#)
- [November 9: A Novel By Colleen Hoover](#)