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# The King Of Sunlight How William Lever Cleaned Up The World

**Liz Mellon** 

#### The King Of Sunlight How William Lever Cleaned Up The World:

The King of Sunlight Adam Macqueen, 2004 The biography of this millionaire soap boiler social reformer MP and tribal chieftain traces his footsteps from humble beginnings to a business empire that straddled the world from the Mersey to the German Colonialism, Visual Culture, and Modern Memory Volker Langbehn, 2010-07-01 There is no overarching master narrative in understanding the history of German colonialism and over the past decade the study of Germany's colonial past has experienced a dramatic transformation in its scope of inquiry Influenced by new theoretical and methodological approaches to the study of race nationalism and globalization these new studies initiate a process of reevaluating and redefining the parameters within which German Colonialism is understood The role of visual materials in particular is ideal for exploring the porousness of disciplinary boundaries though visual culture studies pertaining to German history and especially German colonialism have previously been almost completely neglected Investigating visual communication and mass culture print culture and suggestive racial politics racial aesthetics racial politics and early German film racial continuity and German film and photography German Colonialism Visual Culture and Modern Memory offers compelling evidence of a German society between 1884 and 1919 that produced vibrant and heterogeneous and at times contradictory cultures of colonialism This collection of new essays illustrates the dramatic changes and vast array of perspectives that have recently emerged in the study of German colonialism In documenting the latest cutting edge research of German colonial history the contributors to this volume prove wrong the persistent assumptions that the creation of Germany's colonial empire did not have any lasting impact on German political and cultural life Their essays document how colonialism in its various forms was entwined with the inner workings of modern German life and society especially through the cultural and technical innovations of its time In contrast to existing research these studies show that colonial Germany played a significant role in shaping German perceptions of racial difference influenced German support for World War I and facilitated the construction of German nationalism German Colonialism Visual Culture and Modern Memory uniquely demonstrates that the visual culture of colonialism is closely linked to the fascination with new modes of seeing and the enigma of visual experience that have become trademarks of modernity So clean Brian Lewis, 2017-10-03 This book is an unorthodox biography of William Hesketh Lever 1st Lord Leverhulme 1851 1925 the founder of the Lever Brothers Sunlight Soap empire Unlike previous biographies which have focused on the man's life story and eccentricities or just considered one aspect of his career So clean places him squarely in his social and cultural context and is fully informed by recent historical scholarship Much more than a warts and all biography the book uses Lever as an entry point for contextualized and comparative essays on the history of advertising on factory paternalism town planning the Garden City movement and their ramifications across the twentieth century and on colonialism and forced labour in the Belgian Congo and the South Pacific It concludes with a discussion of his extraordinary attempt in his final years to transform crofting and fishing in the Outer

Hebrides Written in an engaging and accessible style So Clean will appeal to academics and students working in business social cultural and imperial history Empires of Vision Martin Jay, Sumathi Ramaswamy, 2014-03-14 Combining visual culture and postcolonial studies this reader shows that an appreciation of the role of visual experience is necessary for understanding how colonialism worked and how colonized subjects spoke to imperial rulers An Historiography of Twentieth-Century Women's Missionary Nursing Through the Lives of Two Sisters Sara Ashencaen Crabtree, 2023-12-19 This volume draws on a trove of unpublished original material from the pre 1940s to the present to offer a unique historiographic study of twentieth century Methodist missionary work and women s active expression of faith practised at the critical confluence of historical and global changes The study focuses on two English Methodist missionary nursing sisters and siblings Audrey and Muriel Chalkely whose words and experiences are captured in detail foregrounding tumultuous socio political changes of the end of Empire and post Independence in twentieth century Kenya and South India The work presents a timely revision to prevailing post colonial critiques in placing the fundamental importance of human relationships centre stage Offering a detailed auto biographical and reflective narrative this herstory pivots on three main thematic strands relating to people place and passion where socio cultural details are vividly explored. The book will appeal to a wide range of readers both the interested public and the academic alike where a lively entertaining literary style introduces readers to the politics of women's lives and principle and professional service foreground ethno class caste oppression emancipation conflict commitments and religious tensions It reveals the human vulnerable qualities of these women Capitalist Workingman's Paradises Revisited Erik Gier, 2025-10-01 illuminating their stories and courageous choices This book offers an in depth exploration of the international phenomenon of enlightened paternalist capitalism and social engineering in the golden age of capitalism in the United States United Kingdom Germany and France Erik de Gier shows how utopian socialist religious and craft based ideas influenced the welfare work and educations programmes offered by paternalistic businesses in different ways from nation to nation looking closely at sites like the Pullman community in Chicago and Port Sunlight in the UK De Gier brings the book fully up to date with a brief comparison to contemporary welfare capitalism in our highly flexible working world Land of Progress Jacob Norris, 2013-04-11 A study of Palestine in the early twentieth century that takes a step back from the intricacies of the Arab Zionist conflict focusing instead on the country's position within the broader history of empire and anti colonial resistance **Trucks in the Garden of Eden** Vitali Vitaliev, 2024-07-15 Ukrainian born journalist Vitali Vitaliev takes a journey around Britain in search of that most elusive of ideas utopia Laced with humour and trenchant insight he reflects on utopian ideals in the United Kingdom and his own Soviet **Inside the Leader's Mind** Liz Mellon, 2012-12-27 Inside the Leader's Mind reveals the five common ways upbringing effective leaders think and gives you the tools you need to evolve your thinking and become a better leader Drawn from the collective wisdom of 20 world class leaders Inside the Leader's Mind shows you how to think your way to the very top

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The Routledge History of the Senses Andrew Kettler, Will Tullett, 2025-06-26 The Routledge History of the Senses presents readers with an overview of the field As well as pointing to directions for the future of the discipline it illustrates the extent to which the subject offers a considerable space for the exploration of diverse historical topics through the lens of sensory experience The handbook brings together essays and case studies from some of the leading academics on the history of the senses Together they not only chart topics and arguments in existing scholarship but introduce fresh methodologies for future analyses Specifically the chapters collectively show that the senses of the historical body often portray the intensity of the invasion of capital upon the functions of the mind throughout global history As a global history this work arrives at a time when many sensory historians are looking for a touchstone for moving beyond the often heavily Western frameworks that dominate the existing literature on the historical senses Not only will this book appeal to students and scholars of the history of senses visual studies art history food studies and many of the social sciences but individual chapters also offer useful reading material for a wide range of history modules and contemporary topics

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