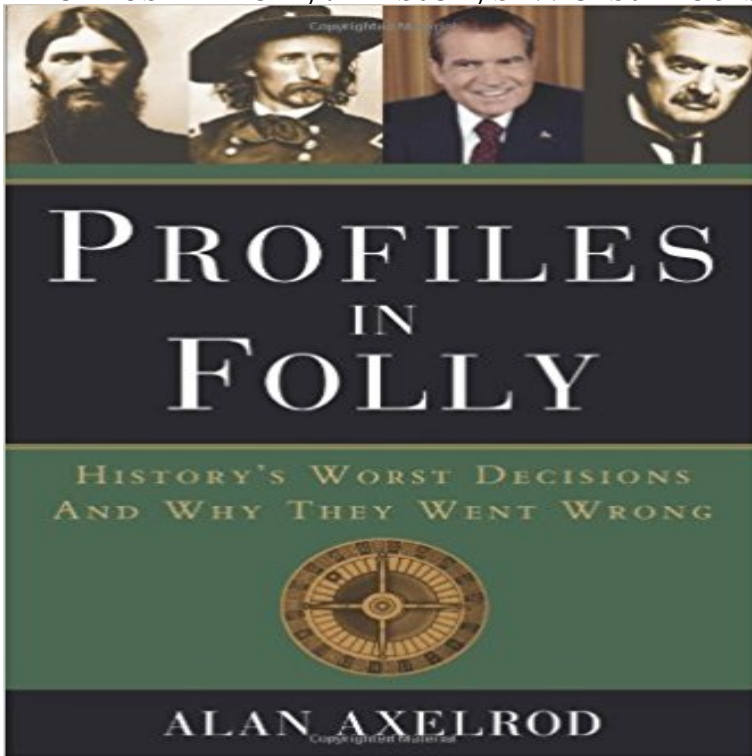


## Profiles in Folly: History's Worst Decisions and Why They Went Wrong



Using the same engrossing anecdotal format that proved so popular in *Profiles in Audacity*, bestselling author Alan Axelrod turns to the dark side of audacious decision-making and explores history's most tragic errors. While Axelrod looks at the hopelessly dumb and the overtly evil, the main focus is on smart people who had the best of intentions--but whose plans went disastrously wrong. The 35 compelling, often poignant stories include: the sailing of the Titanic; Edward Bernays's 1929 campaign to recruit women smokers; Neville Chamberlain's appeasement of the Nazis; Ken Lay's deception with Enron; and even the choice to create a New Coke. These are cautionary tales--albeit with exquisite twists ranging from acerbic to horrific. New in paperback.

We've started our countdown to National Handbag Day on October 10, and that means we'll have special features for you every day, right up to the big event! Today, we're here to talk about the intersection of celebrity and accessories, and more specifically, how the two can become intertwined in public consciousness for years. The kinds of stars who carry a particular bag do a lot to shape the market's perception of it and the designer who created it, which is why so many brands give out free bags to stars now: they're hoping to create positive associations. In the cases you see below, though, things came along a little bit more naturally. You can't rush love, after all. Think of a bag-celeb duo we missed? Let us know in the comments!

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