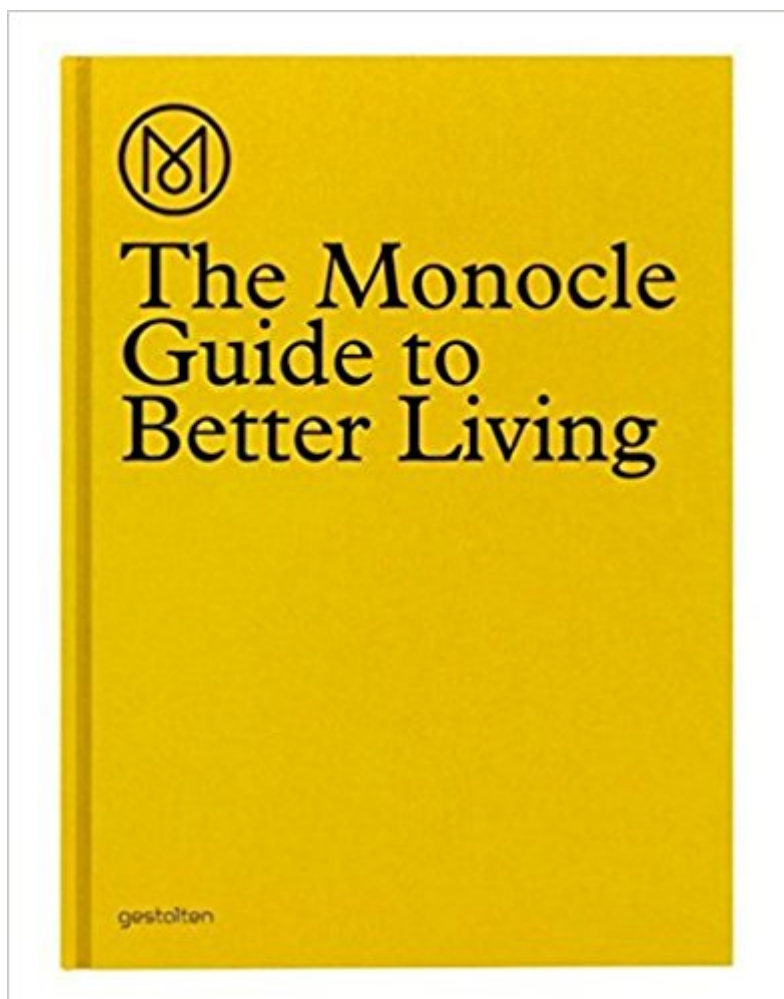


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The Monocle Guide To Better Living



Synopsis

Full of writing, reports, and recommendations, The Monocle Guide to Better living is original, informative, entertaining, and comprehensive. This is not a book about glitz but rather an upbeat survey of products and ideas built to treasure and last. Monocle is one of the most successful magazines to be developed in the past decade. Armed with an unmistakable sense of aesthetics and journalistic tenacity, its team -- led by editor-in-chief Tyler BrûnÃ© --has created an intelligent publication that continually inspires a global readership who are interested in everything from diplomacy to design. For its first-ever book, the editorial team looks at one of their core themes: how to live well. The result is The Monocle Guide to Better living, an original, informative, and entertaining collection of writing, reports, and recommendations. This is not a book about glitz but rather an upbeat survey of products and ideas meant to be treasured and last. Structured into chapters on the city, culture, travel, food, and work, the book also provides answers to some key questions. Which cities offer the best quality of life? How do you build a good school? How do you run a city? Who makes the best coffee? And how do you start your own inspirational business? The Monocle Guide to Better living works as a guide but also includes 10 essays that explore what makes a great city, why craft is desirable, how to run your own hotel, and why culture is good for you. This is not a book about fashion or the next big thing. It's a book about finding enduring values --from a career you want to keep to furniture that will last a lifetime. It's a book designed to stay relevant, loved, and used. An indispensable guidebook to contemporary life, The Monocle Guide to Better living embodies everything that makes the magazine such a success: easy style and journalistic substance.

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Customer Reviews

Monocle magazine and its founding editor Tyler Brûnelli receive their fair, or more than their fair, share of criticism and parody. But Monocle has also been described as feeling like a club -- a self-selected fraternity of readers who share the editors' essential view across a range of topics, including urbanism, craftsmanship, customer service, printed media, Scandinavian electro-pop, and the value of a good flat white. For members of the club, "The Monocle Guide to Better Living" will be familiar but still very-nearly-essential, reading. I say "familiar" because parts of this book are indeed adapted from the magazine. The initial section, "Ten Cities to Call Home," for instance, obviously draws from the annual Most Livable Cities list, while the last major section, "Going Places: Travel Top 50," also relies heavily on another annual list. Other articles and photos are recognizable too. With reference to a previous reviewer, though, this book is definitely not a "greatest hits" collection with nothing new for the long-time reader. I applied the scientific method, opening the book at random and searching for the article and subject revealed on the Monocle website (disclosure: I'm a subscriber, and so have access to the magazine's full online archive). Of the twenty articles thus chosen, fifteen were clearly new material or, at any rate, new reporting on subjects the magazine had covered before. Four were obviously recycled (not that there's anything wrong with that), and one I classified as "kinda new," since it was a print adaptation of a Monocle Films video. Whether that ratio is worth the money is for the individual customer to decide.

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