Figure 3. Collectable matchbox labels with images of Hindu deities.
Figure 4. The goddess Saraswati in a Sunlight Soap calendar ad 1938.
Figure 5. Graph depicting actual and predicted percentages of individuals in different socio-economic classes in India over various years.

Figure 3.2: Changing Shapes of Income Distribution
Figure 6. Fall and winter 2009 print ad for Sisley.
Figure 7. Images from two Axe Spot magazines 2009.
Figure 8. Axe Instinct body spray post cards fall 2009.