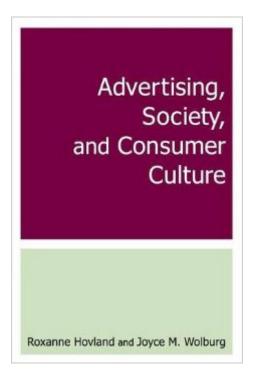
## The book was found

# Advertising, Society, And Consumer Culture





### **Synopsis**

Designed as a core textbook for courses in Advertising and Society, "Advertising, Society, and Consumer Culture" develops an integrated perspective that gives students a framework for understanding past, present, and future issues in advertising communications. Chapter contents cover the entire range of social, political, cultural, regulatory, and economic issues that surround advertising and its role in modern society. The many social issues addressed include advertising and gender stereotyping, advertising to vulnerable audiences, and the distribution of wealth in consumer society. "Advertising, Society, and Consumer Culture" intertwines the development of the consumer culture with its coverage of the historical, political, regulatory, and ethical issues of advertising. It includes clear, comprehensive tables that chronicle historical developments and key legal cases. The text is readable for undergraduates but provides enough depth to serve as a graduate-level text. Including extensive notes and a bibliography, it can be adopted independently, or alongside its companion volume, "Readings in Advertising, Society, and Consumer Culture".

#### **Book Information**

Paperback: 224 pages

Publisher: Routledge (March 3, 2010)

Language: English

ISBN-10: 0765615479

ISBN-13: 978-0765615473

Product Dimensions: 5.9 x 0.5 x 8.9 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #568,907 in Books (See Top 100 in Books) #194 in Books > Business &

Money > Skills > Business Mathematics #710 in Books > Textbooks > Communication &

Journalism > Media Studies #1122 in Books > Business & Money > Marketing & Sales >

Advertising

#### Download to continue reading...

Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) Advertising, Society, and Consumer Culture Consumer Behavior and Culture: Consequences for Global Marketing and Advertising Consumer-Centric Category Management: How to Increase Profits by Managing Categories based on Consumer Needs Social Media Strategy: Marketing and Advertising in the Consumer Revolution

Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) The Hole: Consumer Culture, Volume 1 An Other Kingdom: Departing the Consumer Culture Undressing the Ad: Reading Culture in Advertising Caffeine and Nicotine: A Dependent Society (Drug Abuse and Society) National Audubon Society Field Guide to Rocks and Minerals: North America (National Audubon Society Field Guides (Paperback)) American Horticultural Society Encyclopedia of Plants and Flowers (American Horticultural Society) How the Internet Is Changing Society (Science, Technology, and Society) How Do Video Games Affect Society? (Video Games and Society) Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34) National Audubon Society Field Guide to North American Trees--W: Western Region (National Audubon Society Field Guides (Paperback)) National Audubon Society Pocket Guide: Familiar Butterflies of North America (National Audubon Society Field Guides (Hardcover)) National Audubon Society Guide to Marine Mammals of the World (National Audubon Society Field Guides (Hardcover))

**Dmca**