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Sommario/riassunto

This volume grew out of the annual Advertising and Consumer Psychology conference sponsored by the Society for Consumer Psychology. Representing a collection of research from academics in the fields of social psychology, advertising, and marketing, the chapters all focus on discussing existing and needed research to face the challenges of diversity in the next millennium. The contributors are researchers who have pushed the envelope in understanding diversity in advertising, rather than merely relying on theoretical frameworks developed decades ago when the demographics of the population were
