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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	pt. I. Enduring issues -- pt. II. Emerging issues.
Sommario/riassunto	Now revised and updated to reflect the impact of emerging technologies, this new edition of Advertising and Society: Controversies and Consequences examines the evolution of advertising and its influence on society. Expanded with five new chapters covering the impact of emerging technologies, including the evolution of Direct to Consumer (DTC) pharmaceutical advertising; product placement in various media; and the growing intrusiveness of Internet marketing. Explores a broad range of topics including alcohol, tobacco, and sex in advertising; the pros and cons o