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Nota di contenuto	Front matter -- CONTENTS -- PREFACE -- ONE. Targeting a New World -- TWO. In Mass Marketing's Shadow -- THREE. The Roots of Division -- FOUR. Mapping a Fractured Society -- FIVE. Signaling Divisions -- SIX. Tailoring Differences -- SEVEN. Planning a Fractured Future -- EIGHT. Image Tribes -- NOTES -- INDEX
Sommario/riassunto	Combining shrewd analysis of contemporary practices with a historical perspective, Breaking Up America traces the momentous shift that began in the mid-1970s when advertisers rejected mass marketing in favor of more aggressive target marketing. Turow shows how advertisers exploit differences between consumers based on income, age, gender, race, marital status, ethnicity, and lifestyles. "An important book for anyone wanting insight into the advertising and media worlds of today. In plain English, Joe Turow explains not only why our television set is on, but what we are watching. The frightening part is that we are being watched as we do it."-Larry King "Provocative, sweeping and well made . . . Turow draws an efficient portrait of a marketing complex determined to replace the 'society-making media' that had dominated for most of this century with 'segment-making

media' that could zero in on the demographic and psychodemographic corners of our 260-million-person consumer marketplace."-Randall Rothenberg, Atlantic Monthly
