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| Altri autori (Persone)  | WhartonChris  |
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| Nota di contenuto       | Cover; Half Title; Title; Copyright; Contents; Acknowledgement; Introduction - advertising and culture; Chapter 1: Advertising - a way of life; Chapter 2: Advertising research; Chapter 3: Spreads like butter - culture and advertising; Chapter 4: Handbags and gladrags - the rise and rise of accessories in fashion and advertising; Chapter 5: Music and advertising - a happy marriage?; Chapter 6: The cultural economy of death - advertising and popular music; Chapter 7: Art and advertising - circa 1880 to the present; Chapter 8: On-line digi-ads<br>Chapter 9: Selling politics - the political economy of political advertising<br>Chapter 10: Media and advertising - the interests of citizens and consumers; Contributor details; Index; Back Cover |
| Sommario/riassunto      | This book is about advertising and culture. Advertising is a significant aspect of modern societies and plays an important part in economic activity. It is a highly visible component of everyday life and increasingly of contemporary culture. The book considers culture as a broad category of human endeavour and experience. It takes a multidisciplinary approach drawing on media and cultural studies and the study of history and of art history, sociology, politics and political economy for ideas and explanations that can be applied to advertising and culture. Indeed the book's contributors are draw   |