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Nota di contenuto	The rise of a corporate culture : early consumer response -- Advertising challenged : the creation of consumers' research and the rise of the 1930's consumer movement -- The drive for legislation to establish federal advertising regulation, 1933-1935 -- A consumer movement divided : the birth of Consumers Union Inc. -- Defining the "consumer agenda," the business community joins the Frey -- Legislative closure : the Wheeler-Lea Amendment -- Witch hunt, red baiting, and the end to the radical critique of advertising.