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" Simultaneously celebrated and denigrated, celebrities represent not only the embodiment of success, but also the ultimate construction of false value. Celebrity and Power questions the impulse to become embroiled with the construction and collapse of the famous, exploring the concept of the new public intimacy: a product of social media in which celebrities from Lady Gaga to Barack Obama are expected to continuously campaign for audiences in new ways. In a new Introduction for this edition, P. David Marshall investigates the viewing public's desire to associate with celebrity and addresses the explosion of instant access to celebrity culture, bringing famous people and their admirers closer than ever before. "--

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