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Nota di contenuto	Title Page; Preface; Acknowledgments; Introduction; Global History of Advertising: Part 1, before 1993; Global History of Advertising: Part 2, since 1993; Culture Transfer at Web Speed; Individualism in an Apps and Culture World; Apps and the Small Screen TV; Individualism and the Rise of the Global Consumer; Online Advertising and Risk, Elitism, and Gender; Children Consumed by Convergence via Apps; Education and Porous Cultural Borders; The Future of E-advertising; One World Agency; Index; About the Author
Sommario/riassunto	Gould explores the commercial and cultural underpinnings of advertising-and how this form of communication is evolving into a platform for change at the individual, social, and even political levels.