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Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Advertising in the romantic century -- The progress of puffery -- Building brand Byron -- L.E.L., bandwagon marketing, and the rise of visual culture -- Puffery and the "death" of literature in late-romantic Britain -- Conclusion: The art of advertising.
Sommario/riassunto	Mason uses the antics of Romantic-era advertising to illustrate the profound implications of commercial modernity, both in economic practices governing the book trade and, more broadly, in the development of the modern idea of literature.