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Nota di contenuto	Acknowledgments -- Introductory remarks on the advertising business and a community of feminist scholars making advertising their business / Peggy Kreshel -- Histories of feminists, feminisms, and advertising -- Women versus brands : sexist advertising and gender stereotypes motivate / Jacqueline Lambiase, Carolyn Bronstein, and Catherine A. Coleman -- The entangled politics of feminists, feminism, advertising, and beauty : a historical perspective / Dara Persis Murray -- "Don't you love being a woman?" : advertising, empowerment, and the women's movement / Ann Marie Nicolosi -- Encoding : feminist critiques of advertising professionals and practices -- Black women and advertising ethics : a womanist perspective / Joanna L. Jenkins -- "What's wrong, you can't take a joke?" : advertisers' defenses of images of violence against women in their ads, 1979-1989 / Juliet Dee -- Exceptional exemplars : practitioners' perspectives on ads that communicate effectively with women and men / Kasey Windels -- The creative career dilemma : no wonder ad women are mad women / Karen L. Mallia -- Exporting gender bias : Anglo-American echoes in Swedish advertising creative departments / Jean M. Grow -- Decoding : feminist analyses of intersectional advertising audiences -- Engaging in consumer citizenship : latina audiences and advertising in women's ethnic magazines / Jillian M. Baez -- "You get a very conflicting view" :

postfeminism, contradiction, and women of color's responses to representations of women in advertisements / Leandra H. Hernandez -- Social exclusion and gay consumers' boycott and buycott decisions / Wanhsiu Sunny Tsai and Xiaoqi Han -- Professional development : historiography and biography -- The curious story of home economics' contribution to women's careers in advertising, 1940s to 1960s / Kimberly Wilmot Voss -- A woman's place : career success and early twentieth century women's advertising clubs / Jeanie E. Wills -- Closing arguments : a feminist education for advertising students / Kim Golombisky -- About the editors and contributors.
