

1. Record Nr.	UNINA9910822213803321
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Titolo	Advertising in a free society / / Ralph Harris, Arthur Seldon ; with an introduction by Christopher Snowdon
Pubbl/distr/stampa	London, England : , : The Institute of Economic Affairs, , 2014 ©2014
ISBN	0-255-36667-1
Descrizione fisica	1 online resource (206 p.)
Collana	Hobart Papers
Disciplina	659.132
Soggetti	Advertising - Great Britain Capitalism - Social aspects Freedom of speech
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The author; Foreword; Summary; Part 1; Introduction to Advertising in a Free Society; Christopher Snowdon; Background; The economic evidence; Economic evidence: the consumer; Economic evidence: the producer; Does advertising create monopolies?; Advertising and market power; Widening the extent of the market; Brand loyalty, added value and manipulation; Added value and brand loyalty; The manipulation of consumers?; Does nanny know best?; Social criticisms of advertising; Advertising and single issue campaigners; Advertising, smoking, drinking and public health; The 'tyranny' of choice Truth in advertisingReferences; Part 2; Advertising in a Free Society: The Condensed Version; Ralph Harris and Arthur Seldon; About the condensed version; What they have said; Original acknowledgement; Introduction; The need for advertising; Costs of marketing; The mass market; A national press; Branded goods; Revolution in retailing; Early examples and excesses; Advertising arrives; The critics; The classical critics; The left-wing critics; Retailer domination; The criticism examined: information or persuasion?; New wants; How much information?; Oligopoly: who dominates whom? Long-term competitionInnovation; Freedom of choice; The claims; Reducing costs; Alternative methods; Stimulating demand; Reducing fluctuations; Competition and choice; Too much innovation?; A

guarantee of quality and value?; Advertising as an incentive; Worlds to conquer; Sovereign or puppet?; Sovereignty in theory; Sovereignty in practice: consumer and citizen; Satisfaction for consumers; Let the advertiser beware; The role of the consumer; Let the buyer beware; Appendix A: The deterrent halo; Appendix B: 'Hidden persuasion'; Appendix C: Political advertising; Appeals to hope Appeals to fearThe 1956 version of truth in Labour propaganda; Appendix D: A subsidised press?; Appendix E: Restrictive practices in printing and their effects on advertising costs; Appendix F: The battle for commercial television - who was right?; Forecasts; Results; References

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#### Sommario/riassunto

This new version of 'Advertising in a Free Society' is valuable reminder of the fundamental role advertising plays in society. Although the criticisms aimed towards it, which Ralph Harris and Arthur Seldon aimed to dispel over half a century ago, continue to gain support, policy makers and campaigners risk undermining our freedom if they continue this crusade against the advertising industry. We should celebrate the fact that advertising empowers the everyday shopper, rather than undermining both businesses and consumers through constraining the industry.

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