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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 detergent 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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