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| 1. Record Nr.           | UNINA9910957646403321  |
| Autore                  | Preston Ivan L. <1931->  |
| Titolo                  | The great American blow-up : puffery in advertising and selling // Ivan L. Preston   |
| Pubbl/distr/stampa      | Madison, Wis., : University of Wisconsin Press, c1996  |
| ISBN                    | 9786612788192<br>9781282788190<br>1282788191<br>9780299152536<br>0299152537  |
| Edizione                | [Rev. ed.]   |
| Descrizione fisica      | 1 online resource (252 p.)   |
| Disciplina              | 659.1  |
| Soggetti                | Advertising - United States<br>Selling<br>Advertising laws - United States   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Bibliographic Level Mode of Issuance: Monograph  |
| Nota di bibliografia    | Includes bibliographical references (p. 197-227) and index.  |
| Nota di contenuto       | Intro -- Contents -- Preface -- 1. I'm the Greatest, Yes Sirree, That's All You'll Ever Hear from Me! -- 2. Falsity without Deception: As Possible As the Law Says, but Not As Probable -- 3. Puffery: Used Because It Works, Legalized Because It Doesn't -- 4. The Roots of Sellerism -- 5. Warranty: How Much Promise Do You Find in a Promise? -- 6. Misrepresentation: How Much Lying Do You Find in a Falsehood? -- 7. Opinion and Value Statements and Puffery: Avoiding Fact and Keeping Sellerism Alive -- 8. The Federal Trade Commission: Accelerating the Consumerist Trend -- 9. Reasonable Consumers or Other Consumers? How the FTC Decides -- 10. The FTC and Puffery: Some Wins and Some Losses in the Fight for Consumerism -- 11. Additional Kinds of Puffery, Beginning with Obvious Falsity -- 12. Puffing with Social and Psychological Claims -- 13. Puffing with Literally Misdescriptive Names -- 14. Puffing with Mock-Ups -- 15. Puffery's Immunity Should Be Eliminated -- Notes -- Table of Cases -- Index. |
| Sommario/riassunto      | How does advertising really work? This thoroughly revised edition of   |

Ivan Preston's popular classic, *The Great American Blow-Up*, provides new examples of puffery and deceit in advertising. Preston examines in detail the role of laws and the Federal Trade Commission in ensuring fair representation of goods and services to consumers. In a new concluding chapter, Preston describes and assesses developments in the field of advertising from the mid-1970s to the present.

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| 2. Record Nr.           | UNINA9910962050503321  |
| Titolo                  | Certiably sustainable? : the role of third-party certification systems: report of a workshop // Committee on Certification of Sustainable Products and Services, Science and Technology Sustainability Program, Policy and Global Affairs, National Research Council of the National Academies   |
| Pubbl/distr/stampa      | Washington, D.C., : National Academies Press, c2010  |
| ISBN                    | 0-309-15759-5<br>1-282-78726-8<br>9786612787263<br>0-309-14712-3   |
| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (145 p.)   |
| Disciplina              | 338.927  |
| Soggetti                | Sustainability - United States<br>Sustainable agriculture - Certification - United States<br>Sustainable development - Certification - United States<br>Sustainable construction - Certification - United States   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | "Sustainability science and technology".   |
| Nota di bibliografia    | Includes bibliographical references (p. 73-75).  |
| Nota di contenuto       | ""Front Matter""; ""Preface and Acknowledgments""; ""Contents""; ""1 Introduction""; ""2 Certification's Place in the Toolbelt""; ""3 The Landscape of Certification Schemes""; ""4 Standard Development and Implementation""; ""5 The Market for Certified Products""; ""6 Measuring Success""; ""7 Optimizing Certification as a Tool""; ""8 Future Research Directions""; ""Selected References""; ""Background Papers""; |

""Standardization, Certification, and Labeling--Kira Matus""; ""Surveying the Landscape: Certification Schemes for Sustainable Products and Services--Derek Vollmer""; ""Appendixes""

""Appendix A: Workshop Agenda""""Appendix B: Workshop Participants""; ""Appendix C: Roundtable Roster""

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## Sommario/riassunto

"Consumption of goods and services represents a growing share of global economic activity. In the United States, consumption accounts for more than two-thirds of gross domestic product. This trend of increasing consumption has brought with it negative consequences for the environment and human well-being. Global demand for energy, food, and all manner of goods is on the rise, putting strains on the natural and human capital required to produce them. Extractive industries and production processes are prominent causes of species endangerment. Modern economies are underpinned by substantial energy consumption, a primary contributor to the current climate crisis. Expanding international trade has led to many economic opportunities, but has also contributed to unfair labor practices and wealth disparities. While certain processes have improved or become more efficient, and certain practices have been outlawed or amended, the sheer scale of global consumption and its attendant impacts continue to be major challenges we face in the transition to sustainability. Third-party certification systems have emerged over the last 15 years as a tool with some promise. There has been anecdotal evidence of success, but to date the overall impact of certified goods and services has been small. Moreover, definitions of sustainable vary across sectors and markets, and rigorous assessments of these programs have been few and far between. In order to take a step in learning from this field of practice, the National Academies' Science and Technology for Sustainability Program held a workshop to illuminate the decision making process of those who purchase and produce certified goods and services. It was also intended to help clarify the scope and limitations of the scientific knowledge that might contribute to the economic success of certified products. The workshop, summarized in this volume, involved presentations and discussions with approximately 40 invited experts from academia, business, government, and nongovernmental organizations."--Publisher's website.

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