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Nota di contenuto	Cover Page; Title; Copyright; Contents; List of illustrations; Acknowledgements; Introduction: the quaint device of advertising; 1 Colonising of the real; 2 The persuasive subject of advertising; 3 The hybridisation of culture and economy; 4 The uses of history; 5 Pervasive institutions and constituent practices; 6 Persuasive products; 7 Conclusion: devices and desires; Bibliography; Index
Sommario/riassunto	This work reviews cultural and sociological approaches to advertising and, using historical evidence, demonstrates that a rethink of the analysis of advertising is long overdue.