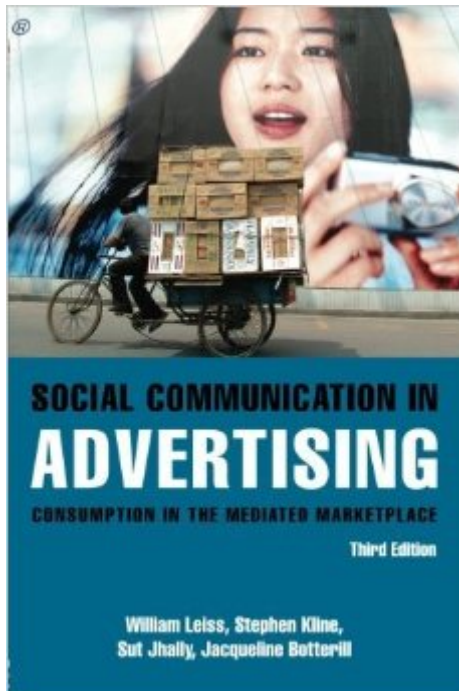


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Social Communication In Advertising: Consumption In The Mediated Marketplace



Synopsis

Now available in a significantly updated third edition to address new issues such as the Internet and globalization, *Social Communication in Advertising* remains the most comprehensive historical study of advertising and its function within contemporary society. It traces advertising's influence within three key social domains: the new commodities industry, popular culture, and the mass media that manages the constellation of images that unifies all three. The third edition includes: * discussion of new technologies and issues, from the Internet to globalization * updated and expanded examples and illustrations * revisions throughout to address recent developments in advertising scholarship and the latest trends in advertising practice

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but what's with all the typos? There are numerous misspellings, misuses of homonyms, dropped letters and spaces, etc. And I don't mean a couple of them, either--there are sections that have an error every few pages--sometimes more than one on a page. For me, it's distracting. But if such things don't bother you--add another star to my four-star review, because otherwise, it's a great book.

For anyone interested in advertising history, this is without any doubt the best textbook available. The history of advertising - a young and promising discipline - is covered from different perspectives and it's clear the authors are not biased. 'Social Communication' not only gives an overview of the

most important writings on advertising history, but also shows possible directions for new research. Wilbert Schreurs (teaching advertising history at the VU University in Amsterdam)

I did not end up buying the product but the seller was very fair and helpful and all was resolved. Would deal with them again and recommend them as a highly trusted seller to all others.

The three authors explore this fantastic/obscure world of advertisement. I am a marketing student, and my sociology teacher presented this book to me... immediately I ordered in .

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