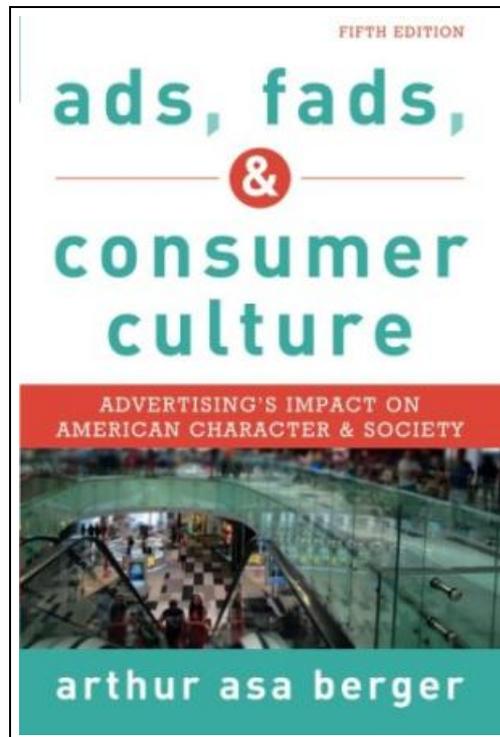


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ROWMAN LITTLEFIELD, United States, 2015. Paperback. Condition: New. Fifth Edition. Language: English . Brand New Book. The fifth edition of this approachable text draws on both academic and applied perspectives to offer a lively critique of contemporary advertising s effects on American character and culture. Berger explains how advertising works by employing a psycho-cultural approach, encouraging readers to think about advertisements and commercials in more analytical and profound ways. Among the topics he addresses are the role of brands, the problem of self-alienation, and how both relate to consumption. Berger also considers the Values and Lifestyle (VALS) and Claritas typologies in marketing. Distinctive chapters examine specific advertisements and commercials from multiple perspectives, including semiotic, psychoanalytic, sociological, Marxist, mythic, and feminist analysis. Ads, Fads, and Consumer Culture provides an accessible overview of advertising in the United States, spanning issues as diverse as sexuality, politics, market research, consumer culture, and more; helping readers understand the role that advertising has played, and continues to play, in all our lives.

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