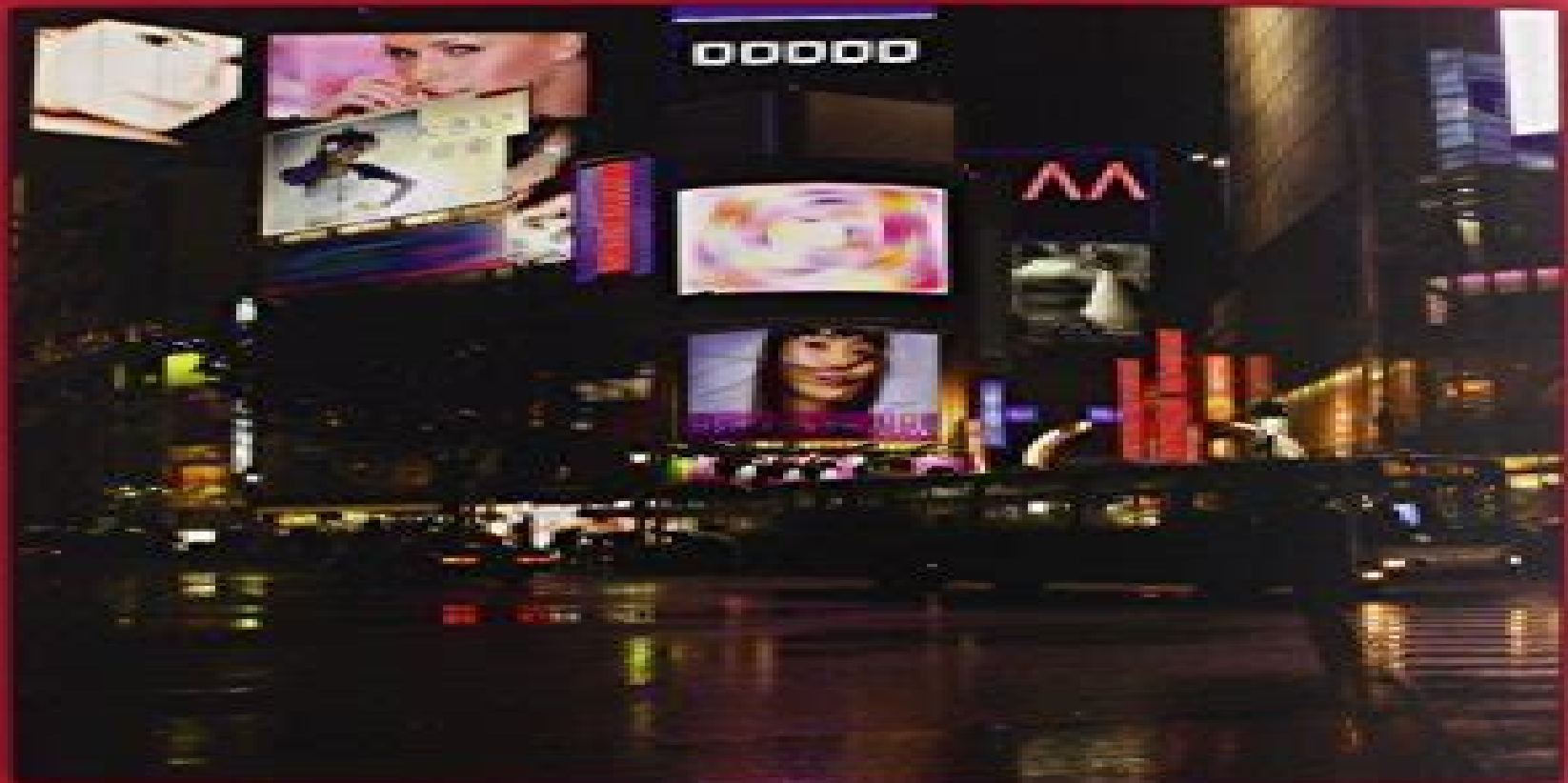


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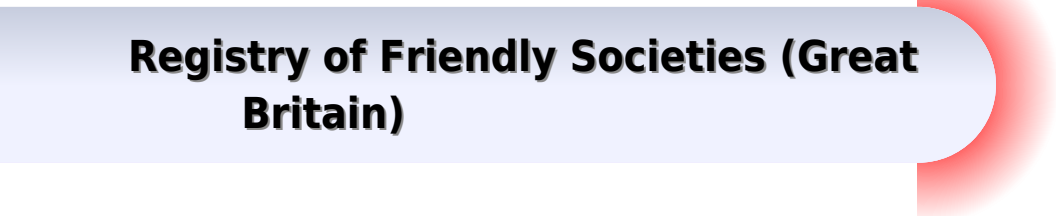
ADVERTISING *and* SOCIETIES *Global Issues*



KATHERINE TOLAND FRITH & BARBARA MUELLER

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Hovland, Joyce M. Wolburg, Eric E. Haley, 2014-12-18 This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical economic and ideological factors that spawned the development of a consumer culture It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising Subsequent sections then address the legal and economic consequences of life in a material culture the regulation of advertising in a culture that weighs free speech against the needs of society and the ethics of promoting materialism to consumers The concluding section includes links to a variety of resources such as trade association codes of ethics standards and guidelines for particular types of advertising and information about self regulatory organizations **Annual Report of the American Bible Society** American Bible Society, 1923 Together with a list of auxiliary and cooperating societies their officers and other data **Reports of the Chief Registrar of Friendly Societies, for the Year Ending** Registry of Friendly Societies (Great Britain), 1918
 Proceedings of the Somersetshire Archaeological and Natural History Society Somersetshire Archaeological and Natural History Society, 1876 *Transactions - The Jewish Historical Society of England* Jewish Historical Society of England, 1903
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