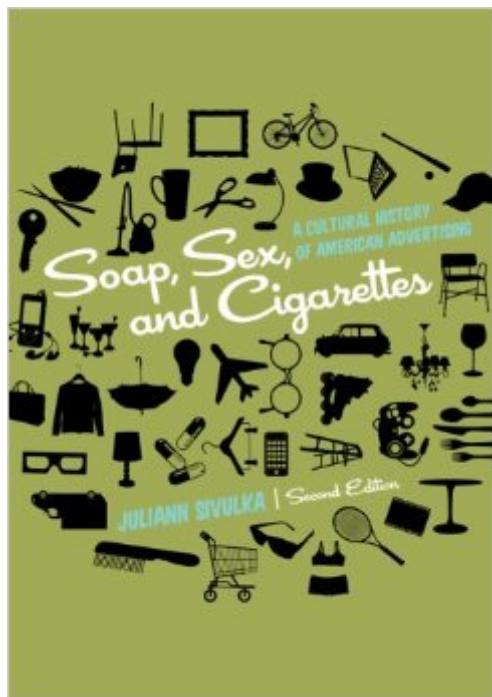


The book was found

Soap, Sex, And Cigarettes: A Cultural History Of American Advertising



Synopsis

SOAP, SEX AND CIGARETTES examines how American advertising both mirrors society and creates it. From the first newspaper advertisement in colonial times to today's online viral advertising, the text explores how advertising grew in America, how products and brands were produced and promoted, and how advertisements and agencies reflect and introduce cultural trends and issues. The threads of art, industry, culture, and technology unify the work. The text is chronological in its organization and is lavishly illustrated with advertisements.Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Book Information

File Size: 22073 KB

Print Length: 448 pages

Publisher: Cengage Learning; 002 edition (July 19, 2011)

Publication Date: July 19, 2011

Language: English

ASIN: B00B7MWBZM

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #233,056 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #68 in Kindle Store > Kindle eBooks > Business & Money > Industries > Media & Communications #145 in Kindle Store > Kindle eBooks > Reference > Words, Language & Grammar > Communication #188 in Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides > Academic & Commercial

Customer Reviews

You may ask yourself how many histories of advertising do we really need? Even your intrepid reviewer, as much as we personally are fascinated by the topic, realizes that advertising does not hold the same enchantment for others that it does for us. There's so much to obsesses over. War, for instance. Pestilence. Sin. Late Night Television. All topics which have proven again and again worthy of a " and apparently needful of a " repeated analysis and bloviation as new data

sheds new light upon new facts. But advertising? What's to know? And even if we were fuzzy on the facts, there's Stephen Fox's groundbreaking classic *The Mirror Makers* to explain it all for us, right? So why do we need, for example, Julianne Sivulka's *Soap, Sex and Cigarettes*? Three reasons, actually. First, because it's (to read the rest of this review, please visit <http://the-agency-review.com/soap-sex-cigarettes>)

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