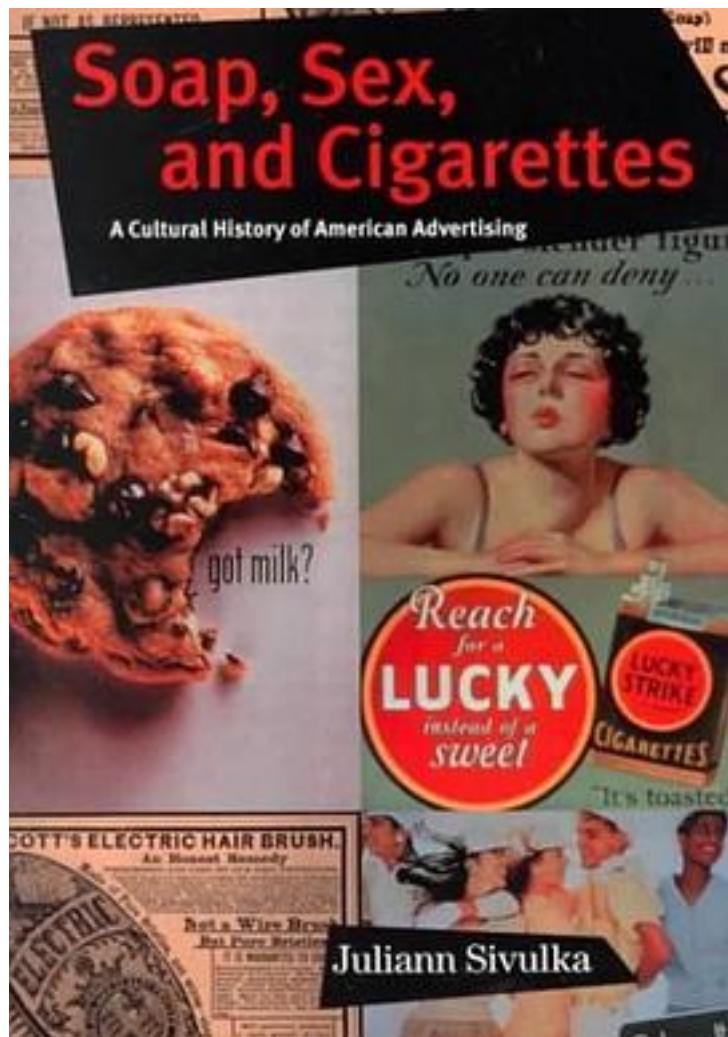


Soap, Sex, and Cigarettes



[Soap, Sex, and Cigarettes_下载链接1](#)

著者:Juliann Sivulka

出版者:Wadsworth Publishing

出版时间:1997-03-20

装帧:Paperback

isbn:9780534515935

This book is an examination of how American advertising both mirrors society and

creates it. From the first newspaper advertisement in colonial times to the latest Web sites for advertising agencies, Soap, Sex and Cigarettes 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.

作者介绍:

目录:

[Soap, Sex, and Cigarettes 下载链接1](#)

标签

有着可爱书名的书

广告设计

评论

广告课老师写的教科书 适合大学生读的美国广告史

[Soap, Sex, and Cigarettes 下载链接1](#)

书评

[Soap, Sex, and Cigarettes 下载链接1](#)