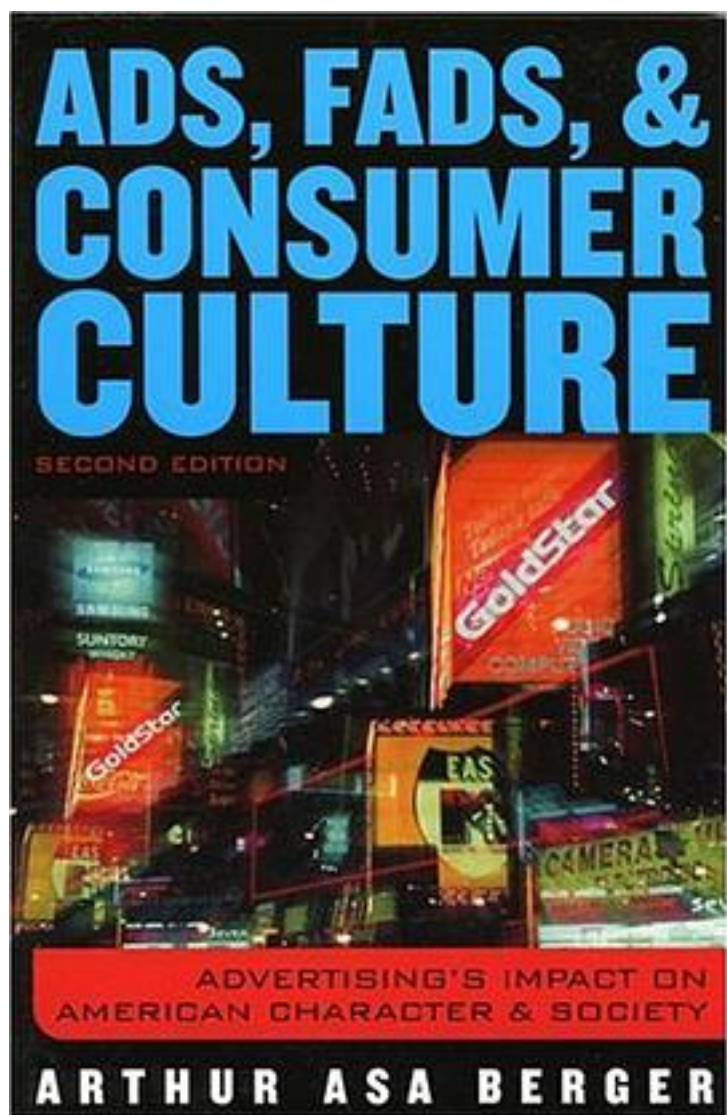


Ads, Fads and Consumer Culture



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Now in its third edition, the popular "Ads, Fads, and Consumer Culture" is an engaging cultural studies critique of advertising and its impacts on American society. Arthur Asa Berger looks at marketing strategies, sex and advertising, consumer culture, political advertising, and communication theory and process to give an accessible overview of advertising in America. The new edition features updated examples and new theoretical material, including expanded discussions on critical analysis methods, sexuality in advertising, global advertising, and neuromarketing.

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