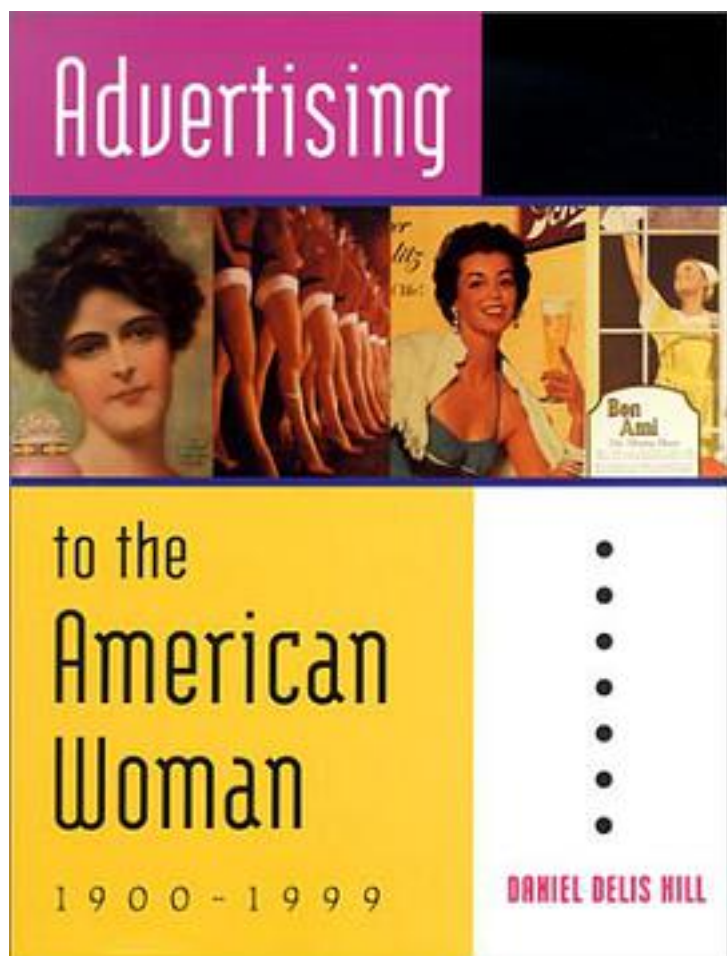


Advertising to the American Woman



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出版者: Ohio State Univ Pr

出版时间: 2002-2

装帧: HRD

isbn: 9780814208908

Whether they're students of advertising history or just reminiscing, readers will be entertained by Advertising to the American Woman. This is a lavishly illustrated survey of how the mass production of consumer goods, the development of the advertising

industry, and the evolution of women's roles in society inextricably progressed through the twentieth century. The author focuses on the marketing perspective of the topic rather than on the consumer's point of view. Inevitably, a number of cultural themes run throughout the work, illustrating in an innovative way how women's roles in society have shifted during the past hundred years. Among the key issues explored is a peculiar dichotomy of American advertising that served as a conservative reflection of society and yet, at the same time, became an underlying force of progressive social change. For example, this study shows how advertisers of housekeeping products perpetuated the Happy Homemaker stereotype while tobacco and cosmetics marketers dismantled women's stereotypes to create an entirely new type of consumer. This is an ideal book for the student of women and/or advertising and will appeal to a large audience, including those interested in advertising, mass communication, women's studies, American history, and fashion design.

作者介绍:

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标签

评论

很多image都很好，跟AA大部頭的圖集不會有重複。

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书评

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