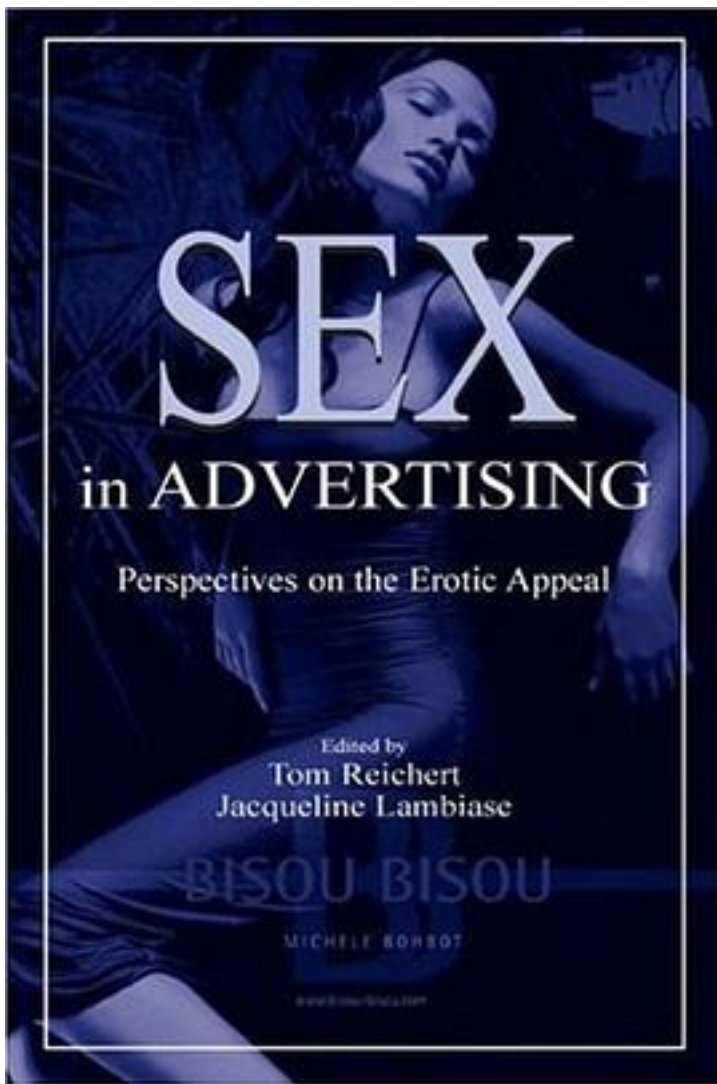


Sex in Advertising



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A study of important issues about sex in advertising. What is it? Does it work? How does it affect individuals and society? Scholars and popular writers answer these questions as they address the following issues associated with sex in the advertising environment: gender differences and representation; unintended social effects; subliminal embeds; appeals to the homosexual community; and new media. The work contains a blend of perspectives including original experimental studies, interpretative and historical analyses, and cultural critiques.

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