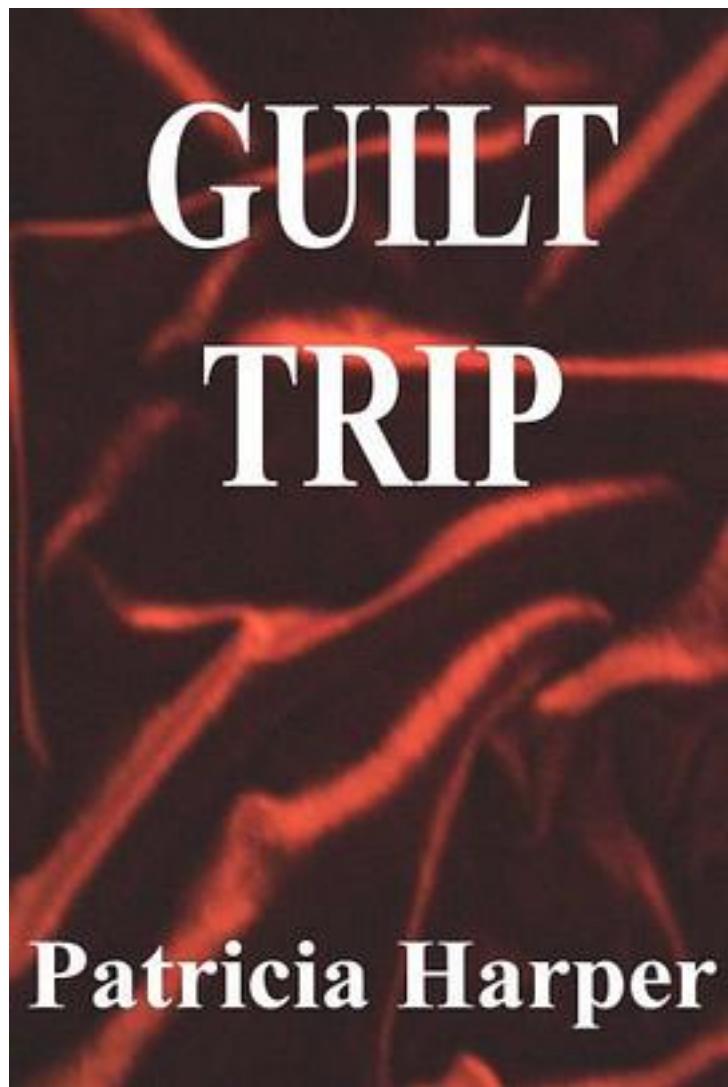


Guilt Trip



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著者:Alex Hesz

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'Guilt' has replaced 'Fear' as our dominant emotion when we consume messages of mass media and marketing and that shift is set to change everything. With more information at our disposal than ever, we're able to see the true cost of what is done to meet our needs, from foreign wars to cheap trainers. How did this come about? What effects is this having on mass communications? How are brands, business, organisations and individuals responding to this? These are the questions addressed in "Guilt Trip."

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