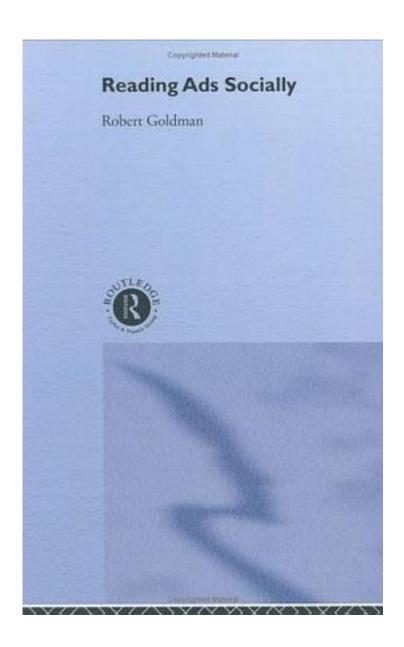
Reading Ads Socially



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著者:Goldman, Robert L.

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This systematic and authoritative book provides an unrivalled guide to understanding ad culture. It shows how the logic of commodities permeates the ways we think about ourselves, our relationships and our desires. Richly illustrated and written with great clarity, it will be essential reading for anyone interested in ad culture.

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