

# Reading Ads Socially



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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.

作者介绍:

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## 标签

社科

社会

欧美

文化

思想

广告学

传播学

传播

## 评论

本来想好好读书，结果最后都在读图。说明这些广告做的确实很成功了==

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书评

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