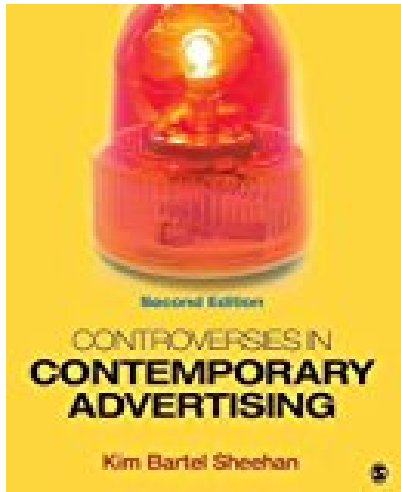


# Controversies in Contemporary Advertising

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## BOOK DETAILS

- Author : Kim Sheehan
- Pages : 336 Pages
- Publisher : SAGE Publications, Inc
- Language : English
- ISBN : 1452261075

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## BOOK SYNOPSIS

Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

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