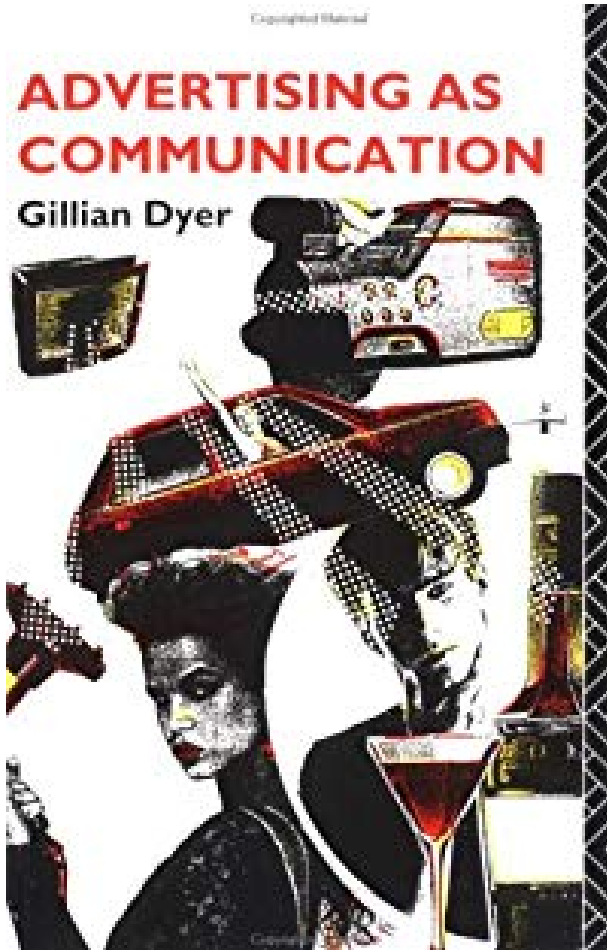


Advertising as Communication



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As consumers, we all encounter advertising as part of our daily lives. However we are often unaware of its more subtle form of persuasion. This book examines advertising in modern society and also views its cultural and economic impact.