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- Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes



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We Are What We Sell [3 volumes]: How Advertising Shapes American Life. . . and Always Has From Praeger Bibliography

- Sales Rank: #3004126 in Books
- Published on: 2014-01-15
- Original language: English
- Number of items: 3
- Dimensions: 9.50" h x 3.10" w x 6.50" l, 4.80 pounds
- Binding: Hardcover
- 1004 pages



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"Each entry is supplemented with liberal notes and bibliography for further research and study, all of which are particularly helpful to those interested in advertising, consumer behavior, and American cultural history. . . Recommended." - **Choice**

About the Author

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