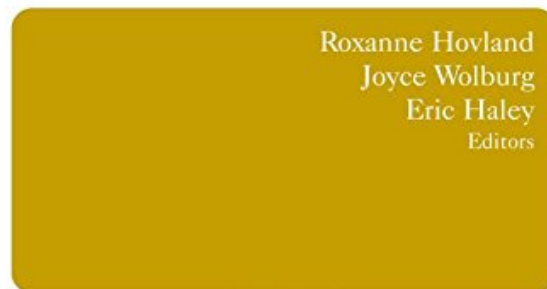
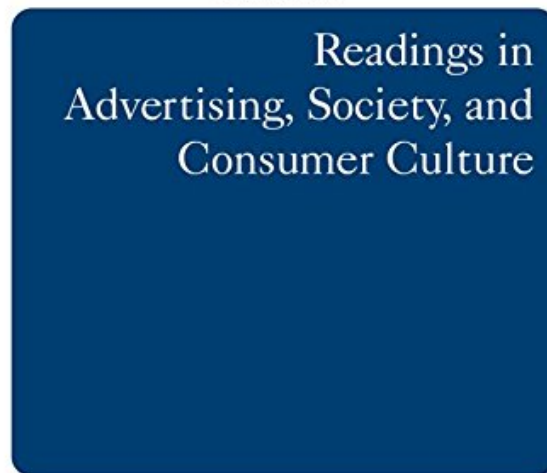


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About the Author

Eric Haley is Professor in the Department of Advertising at the University of Tennessee, Knoxville. He received his Ph.D. from The University of Georgia in 1992. He teaches a variety of advertising courses and a doctoral seminar in qualitative research. He is an active research consultant helping national clients with custom research information needs. His publications have appeared in the "Journal of Advertising" and the "Journal of Current Issues and Research in Advertising".

Ron Taylor was born in Toronto, Ontario and began his dramatic life as an actor rather than a writer. His first plays, "The Door" and "The Songwriter" were produced at Toronto's Theatre in the Dell in 1962. Since then he has written innumerable plays for both radio and television, including the series "To See Ourselves".

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This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical, economic, and ideological factors that spawned the development of a consumer culture. It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising. Subsequent sections then address the legal and economic consequences of life in a material culture; the regulation of advertising in a culture that weighs free speech against the needs of society; and the ethics of promoting materialism to consumers. The concluding section includes links to a variety of resources such as trade association codes of ethics, standards and guidelines for particular types of advertising, and information about self-regulatory organizations.

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