



# Advertising and Promotional Culture Case Histories

*1st edition*

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Macmillan International Higher Education

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<b>Ebook</b>	9781137026255	€
<b>Hardcover</b>	9781137026248	€94.15
<b>Paperback</b>	9781137026231	€34.23

This key textbook traces the development of advertising from the mid-nineteenth century to the present, providing connections with the past that illuminate present developments and point to future possibilities. Chapters take a variety of theoretical approaches to address four main themes: how advertising imagines the future through the promise of transformation; how tribalism creates a sense of collective identity organised around a product; how advertising builds engagement through participation/presumption; how the blurring of advertising, news, art, education and entertainment characterises the attention economy. P. David Marshall and Joanne Morreale expertly trace these themes back to the origins of consumer culture and demonstrate that, while they have adapted to accord with new technologies, they remain the central foci of advertising today. Ideal for researchers of Media Studies, Communication, Cultural Studies or Advertising at all levels, this is the essential guide to understanding the contemporary milieu and future directions for the advertising industry.

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## FEATURES

- Engaging and well organised
- Places advertising within its historical context
- Tracks changes in advertising and the development of theories about advertising
- Looks at how advertising messages have been incorporated into culture
- Considers the evolution of participatory engagement from the 19th century to the present
- Explains the position of advertising in the larger fields and operations of promotion and marketing
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