



Social Communication in Advertising: Persons, Products, & Images of Well-Being

By William Leiss, Stephen Kline, Sut Jhally

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Now available in a significantly updated third edition to address new issues such as the Internet and globalization, *Social Communication in Advertising* remains the most comprehensive historical study of advertising and its function within contemporary society. It traces advertising's influence within three key social domains: the new commodities industry, popular culture, and the mass media that manages the constellation of images that unifies all three.

The third edition includes:

- * discussion of new technologies and issues, from the Internet to globalization
- * updated and expanded examples and illustrations
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Review

"A well thought out and academically robust analysis of advertising as social communication, the most comprehensive synthesis of the smarter writings on advertising to be found, and a great resource book." -- **Thomas C. O'Guinn**, University of Illinois

"The third edition of this classic text offers a magisterial review of the evolving relationship between advertising and society, and a wealth of insights into the relationship between contemporary advertisements, their creators, and consumers." -- **Stephanie O'Donohoe**, University of Edinburgh, Scotland

"Both a magisterial survey and a pioneering study in its own right, the third edition of *Social Communication in Advertising* brings the story of advertising and its communicative strategies right up to the present. With a range and depth rare in the field, it is essential reading for those interested in critically understanding this most powerful of contemporary cultural institutions." -- **Andrew Wernick**, Trent University

"*Social Communication in Advertising* is a stimulating, wide-ranging analysis of a key crossroads where culture and commerce meet." -- **Joseph Turow**, University of Pennsylvania

"A solid text to offer in an introductory graduate course or an advanced undergraduate seminar on the social influence of advertising."--**Ivy Glennon**, University of Illinois at Urbana-Champaign

About the Author

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