

# **Ads, Fads, And Consumer Culture: Advertising's Impact On American Character And Society By Arthur Asa Berger San Francisco State University**

**By Arthur Asa Berger San Francisco State University**

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Expanded and updated, this edition looks at marketing strategies, sex and advertising, consumer culture, political advertising, and communication theory and process

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Arthur Asa Berger is Professor Emeritus of Broadcast and Electronic Communication Arts at San Francisco State University, *Ads, Fads, and Consumer Culture* Arthur

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