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## ADVERTISING: CRITICAL APPROACHES (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. Advertising: Critical Approaches explores a broad range of critical theories and perspectives to shed new light on the organisation, workings and effects of the advertising industry today. Chris Wharton presents the social, cultural and economic role of advertising across history, with chapters tracking the process of advertising from production to reception. Split into three sections covering Foundations, Frameworks and Applications, the book s chapters explore...

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- Authored by Chris Wharton
- Released at 2015



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