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# Advertising and Society: Controversies and Consequences

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# Advertising and Society: Controversies and Consequences

**Advertising and Society: Controversies and Consequences**
Organized in a "point/counterpoint" format, this up-to-date text examines the impact of advertising on society. It is designed to spark discussion and help students understand the complexities of the issues being presented. Ideal for the undergraduate and graduate alike, it features a unique balance between criticism and practice that is rarely found on the market today. * Organized in a unique, yet effective debate format designed to spark discussion -- even among audiences with little or no previous knowledge of the subject* Each chapter begins with an overview of the history and central issues surrounding a topic, and concludes with a summary of the arguments presented* Includes suggestions for further research, questions for discussion, paper topics, and a bibliography of additional readings* Offers an industry-based prospective, as opposed to a solely critical one* Written in an accessible style that lends substantial clarity to complex issues

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