



Selling the Dream: Why Advertising Is Good Business

John M. Hood

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The process of producing goods and services is relatively easy to recognize as socially beneficial. But television ads? Telemarketers? Jingles? Junk mail? It is popular to view these commercial activities as inherently wasteful or manipulative, marginally informative or entertaining, at best. In *Selling the Dream*, John Hood takes the provocative stand that advertising images and sales pitches are actually part of the goods and services themselves, delivering an essential component of the consumer's experience. As such, they are inextricably linked to the basic tenets of the free-market system, and, in the boldest of terms, Hood argues that commercial communication is morally consistent with the principles of our democratic society, including freedom of choice, competition, and innovation. Tracing the history of advertising from Ancient Roman times to the present, he offers a colorful account of advertising in its cultural context and addresses such controversial issues as the promotion of harmful and immoral products (such as alcohol and tobacco), marketing to children, the role of advertising in service industries such as health care and education, and the impact of the Internet and other new media on the conduct of commerce. In the process, he offers a compelling perspective on advertising and its essential role in business, communication, and popular culture.



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Precisely why? Because this *Selling the Dream: Why Advertising Is Good Business* is an unordinary book that the inside of the book waiting for you to snap that but latter it will distress you with the secret it inside. Reading this book next to it was fantastic author who else write the book in such wonderful way makes the content inside easier to understand, entertaining means but still convey the meaning entirely. So , it is good for you for not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of benefits than the other book have got such as help improving your expertise and your critical thinking means. So , still want to delay having that book? If I were you I will go to the book store hurriedly.

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