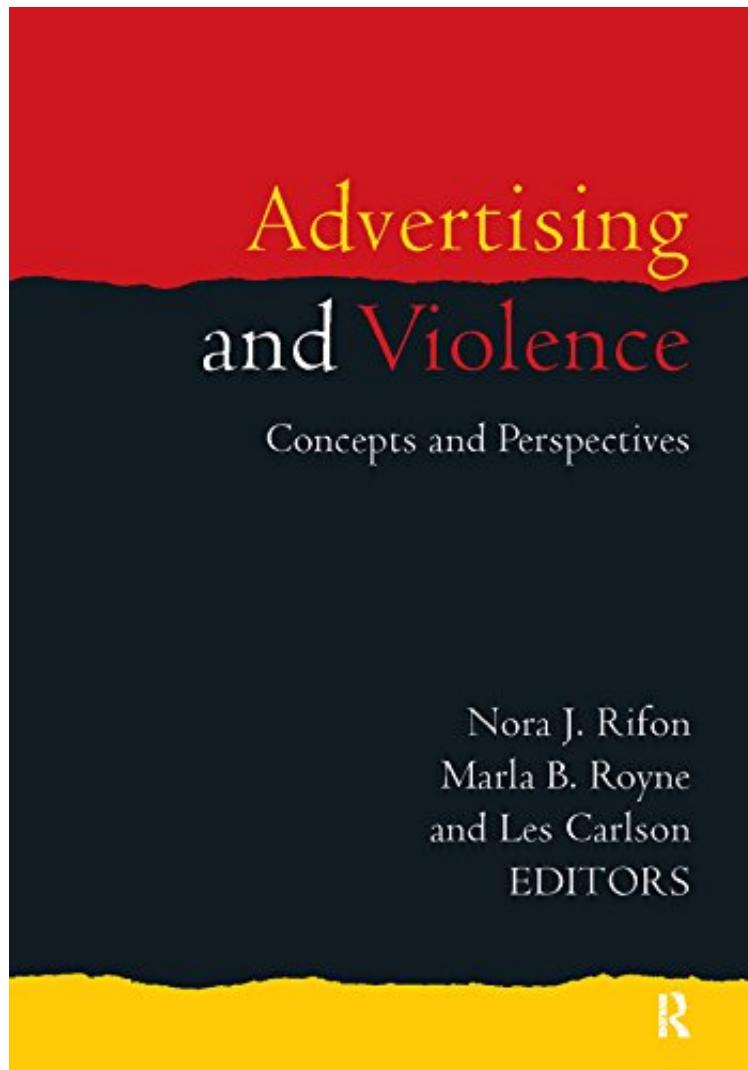


Advertising and Violence: Concepts and Perspectives

Nora J. Rifon, Marla B Royne, Les Carlson
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Nora J. Rifon, Marla B Royne, Les Carlson : Advertising and Violence: Concepts and Perspectives before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising and Violence: Concepts and Perspectives:

Advertising and Violence identifies and analyzes the important issues related to violence in advertising and its overall effects on society. The book is based on a widely cited special issue of the Journal of Advertising and includes eight new chapters that expand the book's coverage. The objective of the book is to compile a compendium of current thinking, perspectives, theoretical viewpoints, and research relevant to the violence and advertising interface. The

chapter authors, all notable experts in the field, take a multidisciplinary approach that incorporates perspectives from disciplines other than marketing in order to provide a broad-based view of how advertising and violence coalesce and the policy implications of this juxtaposition.

"This is the most comprehensive collection of scholarly work devoted to advertising and violence to date. It sets the stage for a thoughtful discussion of this important topic." --Wei-Na Lee, University of Texas at Austin"Norah Rifon, Marla Royne Stafford and Les Carlson have compiled an excellent collection of high quality articles on the topic of advertising and violence. The book serves as a primer on the current state of knowledge in this area and also provides thoughtful ideas on needed future research. It is highly readable and will be appealing to anyone with an interest in violence and advertising. I highly recommend it." --Charles R. Taylor, Villanova University"The book is a valuable resource for both the academic community and the advertising industry. It is a resource for educators preparing our next generation of ad professionals for the critical and complex role of connecting with consumers effectively and ethically. The ad industry certainly will benefit from the assessment, based upon existing and new research, as to the impact of violence in advertising. Both groups also can benefit from interacting on this important issue and moving forward together to resolve ethical dilemmas to the benefit of consumers." --From the Foreword by Wally Snyder, Executive Director, Institute for Advertising EthicsAbout the AuthorDr. Nora J. Rifon is a Professor in the Department of Advertising, Public Relations, and Retailing at Michigan State University, USA Dr. Marla Royne Stafford is the Great Oaks Foundation Professor of Marketing, First Tennessee Professor of Marketing, and Chair of the Department of Marketing Supply Chain Management at the University of Memphis, USA Les Carlson Professor and Nathan J. Gold Distinguished Professorship of Marketing at the University of Nebraska-Lincoln, USA