



Controversies in Contemporary Advertising

Kim B. (Bartel) Sheehan

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Controversies in Contemporary Advertising is a new text presenting a range of perspectives on advertising. It examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology.

The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

Controversies in Contemporary Advertising is ideally suited as a core text for undergraduate and graduate courses in advertising, marketing, journalism, mass communication, and communication studies.

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