



Soap, Sex, and Cigarettes: A Cultural History of American Advertising

Julianne Sivulka

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This book is an examination of how American advertising both mirrors society and creates it. From the first newspaper advertisement in colonial times to the latest Web sites for advertising agencies, Soap, Sex and Cigarettes explores how advertising grew in America, how products and brands were produced and promoted, and how advertisements and agencies reflect and introduce cultural trends and issues. The threads of art, industry, culture, and technology unify the work. The text is chronological in its organization and is lavishly illustrated with advertisements.



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