

Reviews:

"Both a magisterial survey and a pioneering study in its own right, the third edition of *Social Communication in Advertising* brings the story of advertising and its communicative strategies right up to the present. With a range and depth rare in the field, it is essential reading for those interested in critically understanding this most powerful of contemporary cultural institutions."

-**Andrew Wernick**, Trent University

"*Social Communication in Advertising* is a stimulating, wide-ranging analysis of a key crossroads where culture and commerce meet."

-**Joseph Turow**, University of Pennsylvania

"The third edition of this classic text offers a magisterial review of the evolving relationship between advertising and society, and a wealth of insights into the relationship between contemporary advertisements, their creators, and consumers."

-**Stephanie O'Donohoe**, University of Edinburgh

"A well thought out and academically robust analysis of advertising as social communication, the most comprehensive synthesis of the smarter writings on advertising to be found, and a great resource book."

-**Thomas C. O'Guinn**, University of Illinois

"A solid text to offer in an introductory graduate course or an advanced undergraduate seminar on the social influence of advertising."

-**Ivy Glennon**, University of Illinois

About the Authors:

William Leiss is Professor of Policy Studies a Queen's University.

Stephen Kline is Professor of Communication at Simon Fraser University.

Sut Jhally is Professor of Communication at the University of Massachusetts.

Jacqueline Botterill is Lecturer at the University of East London.

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