

Advertising on Trial: Consumer Activism and Corporate Public Relations in the 1930s (History of Communication)

by Inger L. Stole

Advertising on Trial: Consumer Activism and Corporate Public . Communications Studies scholar Inger L. Stole political history details the consumer movement's attempts to confront and control advertising practices in the 1930s, and at the same time, its defensive public relations tactics employed. Cite This Item Inger L. Stole is an Associate Professor in the Department of Communication at the University of Illinois at Chicago. The history of advertising, commercial propaganda, and consumer culture. on Trial: Consumer Activism and Corporate Public Relations in the 1930s, was Consumer Activism and Corporate Public Relations in the 1930s August 13th, 2018 - Advertising on Trial Consumer Activism and Corporate Public Relations in the 1930s History of Communication Paperback \$30. Wharton D 1944 The story back of the war ads Advertising Selling p. 15 mar 2006 . 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