



Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture

Stuart Ewen

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Captains of Consciousness: Advertising and the Social **Roots of the Consumer Culture**

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Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture Stuart Ewen Considering advertising and the consumer culture, this text covers the social crisis of industrialization; advertising as social production; the political ideology of consumption; and the social crisis of the mass culture.



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