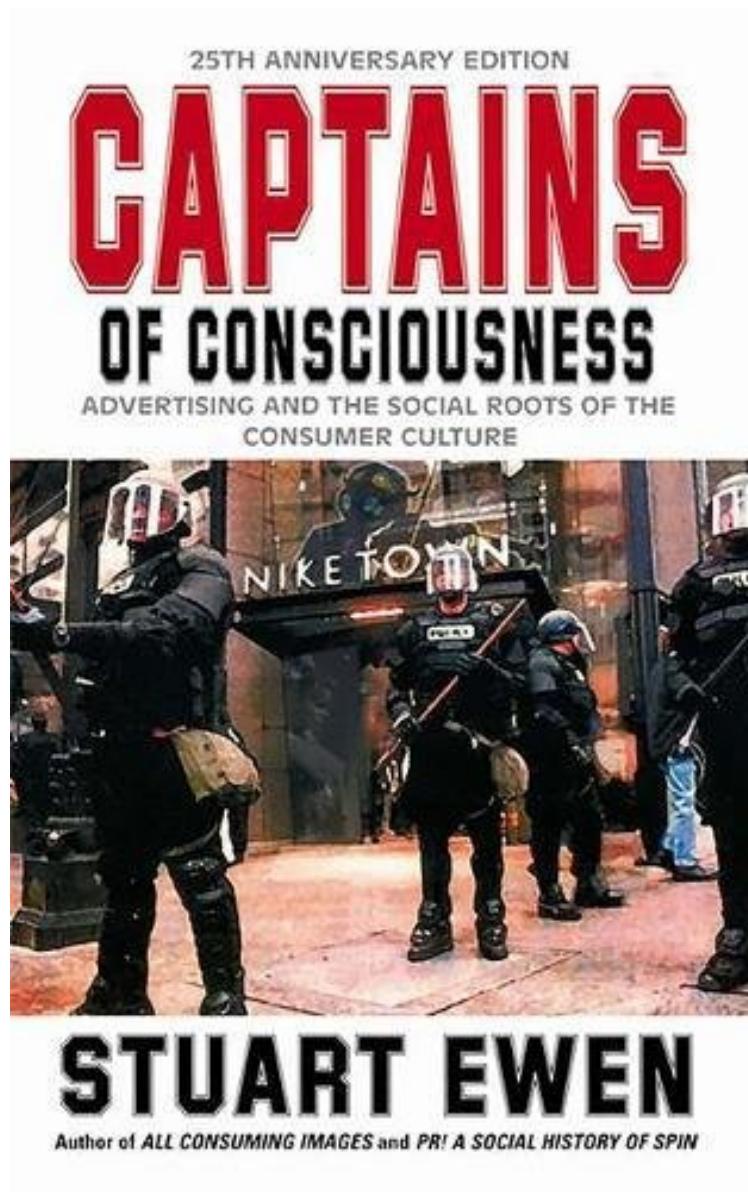


[E-BOOK] Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture, 25th Anniversary Edition

Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture, 25th Anniversary Edition

Stuart Ewen

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Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture, 25th Anniversary Edition:

0 of 0 people found the following review helpful. must read for thinkersBy Bill GonchEver wonder how we got to be the way we are -- consumers not people. Focusing on the rise of advertising in the 1920's, Ewen does a comprehensive job on filling in the pieces. Later chapters on the fifties and beyond could carry more heft, but the core if the book is a delight.0 of 0 people found the following review helpful. Five StarsBy River3A+0 of 0 people found the following review helpful. Talk about advertisingBy MontanaChurchI needed for class but an interesting read nevertheless.

Captains of Consciousness offers a historical look at the origins of the advertising industry and consumer society at the turn of the twentieth century. For this new edition Stuart Ewen, one of our foremost interpreters of popular culture, has written a new preface that considers the continuing influence of advertising and commercialism in contemporary life. Not limiting his critique strictly to consumers and the advertising culture that serves them, he provides a fascinating history of the ways in which business has refined its search for new consumers by ingratiating itself into Americans' everyday lives. A timely and still-fascinating critique of life in a consumer culture.

About the AuthorStewart Ewen is professor of media studies and chair of the Department of Communications at Hunter College. He is also a professor in the Ph.D. programs in history and sociology at the City University of New York Graduate Center. He is the author of the acclaimed Captains of Consciousness, Channels of Desire, and All Consuming Images, the last of which provided the basis for Bill Moyers's award-winning PBS series The Public Mind. He lives in New York City.