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-CHOICE

# WHAT IS OXFORD BIBLIOGRAPHIES?

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*Oxford Bibliographies* is a library of discipline-focused, online guides to the essential literature across a broad range of subject areas.

- Every subject area has an **Editor-in-Chief and Editorial Board**, and each article receives **multiple peer reviews and board vetting**
  - **50-100 articles at launch per subject** (equivalent to a 4-volume print encyclopedia)
  - **Updated regularly**, with 50-75 articles added per year to each subject area. Updates will also include revisions to existing articles.
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*"Oxford Bibliographies* is 'right smack on' ...**it doesn't get any better than a respected, well-known scholar selecting the best of the best."**

— *Steven Ozment, McLean Professor of Ancient & Modern History, Harvard University*

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# AVAILABLE SUBJECTS

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- African Studies
  - American Literature
  - Anthropology
  - Atlantic History
  - Biblical Studies
  - British and Irish Literature
  - Buddhism
  - Childhood Studies
  - Chinese Studies
  - Cinema and Media Studies
  - Classics
  - Communication
  - Criminology
  - Ecology
  - Education
  - Geography
  - Hinduism
  - International Law
  - International Relations
  - Islamic Studies
  - Jewish Studies
  - Latin American Studies
  - Latino Studies
  - Linguistics
  - Medieval Studies
  - Military History
  - Music
  - Philosophy
  - Political Science
  - Psychology
  - Public Health
  - Renaissance and Reformation
  - Social Work
  - Sociology
  - Victorian Literature
-

# WHY OXFORD BIBLIOGRAPHIES IS DIFFERENT

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## Selective

Expert recommendations on the best works available in each discipline—whether it be a chapter, a book, a journal article, a Website, blog, or data set—streamline the research process

## Credible

Each subject area has an Editor in Chief, an Editorial Board and peer reviewers, ensuring balanced perspective with scholarly accuracy, authority, and objectivity

## Original Scholarly Content

Each article is an authoritative guide to the current scholarship on a topic with original commentary and annotations by top scholars

## Seamless Pathways

Intuitive linking and discoverability tools help users quickly locate full text content to prevent dead ends

## Up to Date and Expanding

A robust update program keeps researchers informed of advances in their field

## Discoverability Tools

MARC21 records, OpenURL, full-text Dols, and connections to the *Oxford Index* increase discoverability and usage of library resources beyond *Oxford Bibliographies*

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# “Oxford Bibliographies: the ‘Anti-Google’?”

—*The Chronicle of Higher Education*

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# Oxford Bibliographies

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Ecology  
International Relations  
Medieval Studies  
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Classics  
Education  
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Sociology

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Victorian Literature

Select which subject areas to explore

### Welcome to *Oxford Bibliographies*!

Developed cooperatively with scholars and librarians worldwide, *Oxford Bibliographies* offers exclusive, authoritative research guides.

Now offering a rapidly expanding range of subject areas and ongoing enhancements to the site, *Oxford Bibliographies* is reaching more scholars and students than ever before, increasing productivity, saving time, and elevating the quality of research.

[What's New?](#)

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### Featured Subject Area: Ecology

Editor in Chief: David Gibson

Ecology is a wide-ranging field that has its roots in the observations and writings of the early plant geographers, including Charles Darwin. *Oxford Bibliographies* in Ecology presents an extensive and growing number of articles, addressing the most important concepts and ideas in the discipline and including autoecology, population, community, and ecosystem ecology. [Read More »](#)

### What's new



[More News](#)

6/29/12

June 2012

106 articles across 16 subjects have been added to *Oxford Bibliographies*

For a complete list of articles visit the [What's New page](#)

Watch an interview with Editor in Chief of Oxford Bibliographies: Cinema and Media Studies, Krin Gabbard

### What's Upcoming

August 2012:

[Oxford Bibliographies American Literature](#)

[Oxford Bibliographies Jewish Studies](#)

Latest Demonstration Schedule:

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- Music
- Political Science
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- Social Work
- Victorian Literature
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- Cinema and Media Studies
- Communication
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Select All | Clear All

...and search either full-text...

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Select which subject areas to search...

Reset

Search



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*"Oxford Bibliographies* will prove so useful that **future generations will likely wonder how research was ever done without it.**"

— *Dr. Sanford Goldberg, Professor of Philosophy, Northwestern University*

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- B
- C
- D
- E
- F
- G
- H
- I
- J
- K
- L
- M
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- O
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- Q
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- T
- U
- V
- W
- X
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Articles per page

20 ▾

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Go

Page: 1 2 3 4 ... 80 81

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Mary Thurkill

**Subject:** [Islamic Studies](#) »

**Date Added:** 2009-12-14

'A'isha Introduction 'A'isha is the youngest wife of the prophet Muhammad—his only virginal bride and, according to most traditions, his fa...

### 16th-Century New Spain

Matthew Restall

**Subject:** [Latin American Studies](#) »

**Date Added:** 2011-10-28

16th-Century New Spain Introduction The 16th century was a period of dramatic change in the Americas as a result of European contacts in the 1510s...

### A Priori Knowledge

Albert Casullo

**Subject:** [Philosophy](#) »

**Date Added:** 2011-06-29

A Priori Knowledge Introduction Questions about the existence, nature, and scope of a priori knowledge have been central to both the historical...

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Articles (424)

Citations (173)

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#### Alexander the Great Online



Subject: Classics »

Alexander the Great on the Web.

#### Alexander the Great Online



Subject: Classics »

Alexander the Great.

#### Alexander the Great Online



Subject: Classics »

Alexander the Great (Alexander III of Macedon).

#### Alexander the Great Online



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Alexander the Great.

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“Demonstrates the evolution of reference sources.”

—*Barbara Bibel, Booklist's Points of Reference*

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## Core Texts

The best way to learn about advertising and the advertising industry is to start with advertising textbooks. [Arens, et al. 2008](#) overviews all areas of advertising and is especially strong in its examination of the look and feel of effective advertising and how it is created. [Wells, et al. 2007](#) is a popular textbook that combines a rich representation about how advertising works in the real world with fundamental advertising theory. [O'Guinn, et al. 2009](#) identifies brand building as the central task for advertising, taking a more management-focused approach than other advertising texts. [Jones 1999](#) provides elaborated definitions for terms and theories of advertising.

**Arens, William, Michael Weigold, and Christian Arens. 2008. *Contemporary advertising*. Boston: McGraw-Hill/Irwin.**

[Save Citation »](#) [Export Citation »](#) [E-mail Citation »](#)

This text is particularly good in discussing the role of creative work in advertising. It also addresses extensively how digital media have changed much about how advertising is done.

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## History

The ancient city of Pompeii had advertisements for shops painted on its walls. Newspaper initially reports of the arrival of products for sale. Television commercials developed rapidly in the 1950s, and television became the medium where most advertising dollars were spent, but television advertising did not eliminate its older competitors such as newspapers, magazines, and radio. Advertising flourished in capitalistic economies, and as countries became more capitalistic there was a fast and large growth of the market. [Ewen 1976](#), [Fox 1997](#), [Lears 2005](#), [O'Barr 2005](#), and [Schudson 1986](#) offer differing and fascinating overviews of how advertising developed in the United States. These and many other interesting facts are part of the advertising history. Every advertising textbook will have a section on advertising history. There are many scholarly studies in the area. Many of the studies are based on "cultural" analyses, that is, they consider linkages between all dimensions of social life and the look of advertising. For example, [Nelson 2008](#) looks at the criticism that advertising affects people without their knowing that they are being affected.

**Ewen, Stuart. 1976. *Captains of consciousness: Advertising and the social roots of consumer culture*. New York: McGraw-Hill.**

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A highly influential early history and critique of advertising and its role in the United States.

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[Core Texts](#)

[Advertising Appeals](#)

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[Back to the Top](#)

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**History**

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Fox, Stephen R. 1997. *The mirror makers: A history of American advertising and its creators*. New York: Morrow.

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Volume somewhat dated, but interesting focus on the great "advertising men" who developed the industry into the behemoth business it became in the 1980s and 1990s. This is an easy and quick read.

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Lears, T.J. Jackson. 1994. *Fables of abundance: A cultural history of advertising in America*. New York: Basic Books.

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A cultural study focuses on meanings. This book focuses on how advertising throughout American history has carried meanings about gender, privacy, value, and many other fundamental aspects of life.

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**-Inside Higher Ed**

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