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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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Steven Ozment, McLean Professor of Ancient & Modern History,
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- Biblical Studies
- British and Irish Literature
- Buddhism
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- Chinese Studies
- Cinema and Media
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- Classics
- Communication

- Criminology
- Ecology
- Education
- Geography
- Hinduism
- International Law
- International Relations
- Islamic Studies
- Jewish Studies
- Latin AmericanStudies
- Latino Studies

- Linguistics
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- Music
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- Psychology
- Public Health
- Renaissance and Reformation
- Social Work
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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

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Up to Date and Expanding

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—The Chronicle of Higher Education

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Editor in Chief: David Gibson

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6/29/12 June 2012

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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.

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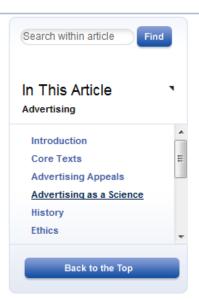
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Gays and Lesbians in the Media

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Persuasion and Social Influence

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History

The ancient city of Pompeii had advertisements for shops painted on its walls. Newspapers were 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 1994, 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 study of 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.

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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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