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## SELLING THE DREAM: WHY ADVERTISING IS GOOD BUSINESS



Praeger. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 9.2in. x 6.1in. x 0.8in. The process of producing goods and services is relatively easy to recognize as socially beneficial. But television ads Telemarketers Jingles Junk mail It is popular to view these commercial activities as inherently wasteful or manipulative, marginally informative or entertaining, at best. In *Selling the Dream*, John Hood takes the provocative stand that advertising images and sales pitches are actually part of the goods and services themselves, delivering...

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- Authored by John M. Hood
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