Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society

by Arthur Asa Berger


Fads, and Consumer Culture: Advertising's Impact on American Character and Society is an engaging cultural studies critique of advertising and its impacts on American society. Arthur Asa Berger looks at advertising's role in shaping American culture and society. Our cultural society is so saturated with consumerism that we are living our lives through the American dollar.