



## Selling the Dream: Why Advertising Is Good Business

By John M. Hood

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 an essential component of the consumers experience. As such, they are inextricably linked to the basic tenets of the free-market system, and, in the boldest of terms, Hood argues that commercial communication is morally consistent with the principles of our democratic society, including freedom of choice, competition, and innovation. Tracing the history of advertising from Ancient Roman times to the present, he offers a colorful account of advertising in its cultural context and addresses such controversial issues as the promotion of harmful and immoral products (such as alcohol and tobacco), marketing to children, the role of advertising in service industries such as health care and education, and the impact of the Internet and other new media on the conduct of...



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*This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- Ally Reichel

*This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).*

-- Prof. Kirk Cruickshank DDS