

Chabot College Library

ADVERTISING MANIPULATION

BOOKS

- | | |
|-----------------------|--|
| F5415.33.U6 S355 2005 | Born to buy: the commercialized child and the new consumer culture |
| HC79.C6 B34 1989 | Marketing to women around the world |
| HC110.C6 M24 1987 | Children as consumers: insights and implications |
| HC110.C6 C586 1999 | Consuming desires: consumption, culture, and the pursuit of happiness |
| HD69.B7 Q37 2004 | Branded: the buying and selling of teenagers |
| HF5813.U6 H55 2002 | Advertising to the American woman, 1900-1999 |
| HF5813.U6 S55 1998 | Soap, sex, and cigarettes: a cultural history of American advertising |
| HF5415.2 .U53 1999 | Why we buy: the science of shopping |
| HF5415.13 .M3587 1990 | Marketing to an aging population: selected readings |
| HF5415 .R5524 1995 | Marketing to generation X |
| HF5415.32 .A246 2005 | Kidnapped: how irresponsible marketers are stealing the minds of your children |
| HF5415.32 .L56 2005 | Consuming kids: protecting our children from the onslaught of marketing and advertising |
| HF5415.33.U6 S67 2003 | Educating the consumer-citizen: a history of the marriage of schools, advertising, and media |
| HF5821 .G55 1994 | Global and multinational advertising |
| HF5822.B335 | Advertising in America; the consumer view |
| HF5822 .M37 1971 | Motivation in advertising; motives that make people buy. |
| HF5822 .M42 1984 | The image-makers: power and persuasion on Madison |
| HF5822 .M66 1990 | "Are they selling her lips?": advertising and identity |
| HF5822 .P3 1980 | The hidden persuaders |
| HF5822 .S84 2000 | Advertising and the mind of the consumer: what works, what doesn't and why |
| HF5823 .C5977 2004 | Provocateur: images of women and minorities in advertising |
| HF5827 .B37 1988 | Putting on appearances: gender and advertising |
| HF5827 .C672 1983 | Sex stereotyping in advertising |
| HF5827 .G57 1979 | Gender advertisements |
| HF5827.9 .H33 1994 | Ice cube sex: the truth about subliminal advertising |
| HF5438.8.P75 J65 1988 | Subliminal selling skills |
| HM291 .M35 1967 | The mechanical bride: folklore of industrial man |
| HN60 .D396 2001 | Affluenza: the all consuming epidemic |
| KF2840.M56 1995 | Abandoned in the wasteland: children, television, and the First Amendment |
| LB1044.8 .F69 2000 | Harvesting minds: how TV commercials control kids |
| P96.P75 K39 1992 | The age of manipulation: the con in confidence, the sin in sincere |
| P94.5.W652 U655 2001 | The girl on the magazine cover: the origins of visual stereotypes in American mass media |

AUDIOVISUAL MATERIALS (ask upstairs)

DVDs

- | | |
|-----------|-----------------------|
| DVD 10040 | Killing us softly 3 |
| DVD 10072 | The merchants of cool |

Videos

- | | |
|-----------|--|
| MVC 50192 | Slim hopes: advertising and the obsession with thinness |
| MVC 50848 | Still killing us softly: advertising's image of women |
| MV 208288 | Stale roles and tight buns: images of men in advertising |
| MV 300860 | That's marketing: understanding consumer behavior |

PERIODICALS

Search the databases or ask for these titles at the circulation desk

The Journal of consumer research.

USE THESE SUBJECT TERMS TO SEARCH THE CATALOG

Advertising

Advertising--Psychological aspects

Advertising--Social aspects

Advertising--Women

Advertising and children

Advertising and youth

Beauty, Personal--Psychological aspects

Body image

Brand name products--Marketing

Child consumers--United States

Consumers--Attitudes

Consumer behavior

Consumption (Economics)--United States

Eating disorders

Feminine beauty (Aesthetics)

Imagery (Psychological)

Leanness--Social aspects.

Leanness--Psychological aspects

Manipulative behavior

Marketing--Psychological aspects

Mass media

Marketing--Social aspects

Mass media

Materialism

Materialism--Social aspects--United States

Motivation research (Marketing)

Self-esteem in women

Selling--Psychological aspects

Sex in advertising

Sex in mass media

Sexism

Shopping--Psychological aspects

Smoking in motion pictures

Subliminal advertising

Subliminal projection

Television advertising

Women in advertising

Women in mass media

Women consumers

Women in advertising--United States--History--20th century

Young consumers--United States

Las Positas College (order at the circulation desk)

Being the shopper: understanding the buyer's claims

Brought to you by: postwar television advertising and the American dream

Deadly persuasion: why women and girls must fight the addictive power of advertising

Deception detection: an educator's guide to the art of insight

Does advertising promote substance abuse?

The erotic history of advertising

Global marketing and advertising: understanding cultural paradoxes

The new culture of desire: 5 radical new strategies that will change your business and your life

Over the edge: how the pursuit of youth by marketers and the media has changed American culture

Why we shop: emotional rewards and retail strategies

The winner-take-all society: how more and more Americans compete for ever fewer and bigger prizes, encouraging economic waste, income inequality, and an impoverished cultural life

AUDIOVISUAL MATERIALS

DVDs

Affluenza

Escape from affluenza

How they sell

Killing us softly 3: advertising's image of women

The overspent American: why we want what we don't need

Persuasion, propaganda, and photography

Why we buy

Videos

The ad and the ego: truth and consequences

Advertising alcohol: calling the shots

Beyond killing us softly: the impact of media images on women and girls

Killing us softly: advertising's image of women

Merchandising: the store as persuasion

Psycho-sell: advertising and persuasion.

Still killing us softly: advertising's image of women