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
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 .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 1988 Subliminal selling skills
HN60 .D396 2001 Affluenza: the all consuming epidemic
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