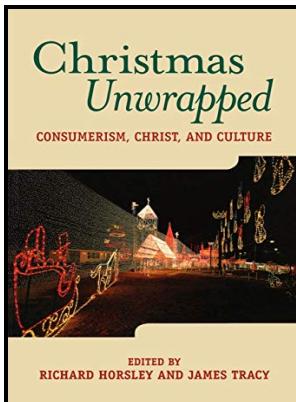


Fables of abundance - a cultural history of advertising in America

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- Advertising -- United States -- History -- 20th century
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 Notes: Includes bibliographical references (p. [415]-476) and index.
 This edition was published in 1994



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Fables of abundance : a cultural history of advertising in America

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This comprehensive narrative traces the history of the Navajos from their origins to the beginning of the twenty-first century. Second, the magical qualities of money help explain the idea of the myth of the self-made man.

Fables of abundance : a cultural history of advertising in America / Jackson Lears

Its range encompasses literature, religion, and the visual arts, as well as economics, public policy, and the history of medicine. While patent medicine advertising's promise of magical self-transformation and exotic sensuality posed challenges to moral standards, advertisers themselves eventually sought to contain the subversive potential of this promise even as they continued to conjure it up. May contain limited notes, underlining or highlighting that does affect the text.

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