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Condition New. Publisher/Verlag: Springer Palgrave Macmillan | Emulation, Identity, Community | This book explores the history and practice of testimonial advertising in the United States from the mid-nineteenth century to the present day, addressing a surprising lack of scholarship on this enduring and pervasive marketing tool Treating consumers as neither the victims nor the empowered foes of corporate practices, the authors gathered here contribute to new scholarship at the intersection of cultural and business history by examining how testimonials mediate...

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- Authored by Moskowitz, M.
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