



Image Makers: Advertising, Public Relations, and the Ethos of Advocacy

Robert Jackall, Janice M. Hirota

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Everywhere we turn, we are exhorted to spend money, join organizations, rally to causes, or express outrage. *Image Makers* is a comprehensive analysis of this age of modern advocacy—from commercials to public service ads to government propaganda—and its roots in advertising and public relations.

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