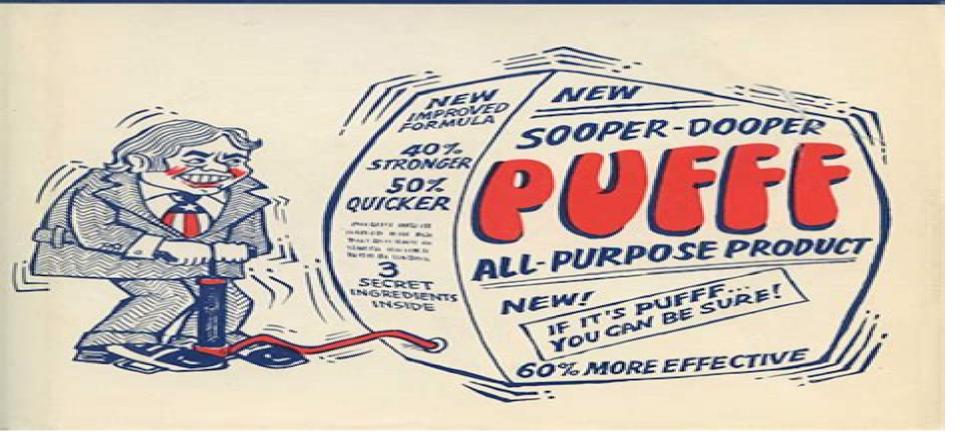
THE GREAT AMERICAN BLOW-UP

Puffery in Advertising and Selling IVAN L. PRESTON



The Great American Blow Up Puffery In Advertising And Selling

Michael L. Benson, Sally S. Simpson

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new case studies substantive materials and an annotated appendix of online resources to make this a core book for courses on white collar crime Deception In The Marketplace David M. Boush, Marian Friestad, Peter Wright, 2015-12-22 This is the first scholarly book to fully address the topics of the psychology of deceptive persuasion in the marketplace and consumer self protection Deception permeates the American marketplace Deceptive marketing harms consumers health welfare and financial resources reduces people s privacy and self esteem and ultimately undermines trust in society Individual consumers must try to protect themselves from marketers misleading communications by acquiring personal marketplace deception protection skills that go beyond reliance on legal or regulatory protections Understanding the psychology of deceptive persuasion and consumer self protection should be a central goal for future consumer behavior research The authors explore these questions What makes persuasive communications misleading and deceptive How do marketing managers decide to prevent or practice deception in planning their campaigns What skills must consumers acquire to effectively cope with marketers deception tactics. What does research tell us about how people detect neutralize and resist misleading persuasion attempts What does research suggest about how to teach marketplace deception protection skills to adolescents and adults Chapters cover theoretical perspectives on deceptive persuasion different types of deception tactics how deception minded marketers think prior research on how people cope with deceptiveness the nature of marketplace deception protection skills how people develop deception protection skills in adolescence and adulthood prior research on teaching consumers marketplace deception protection skills and societal issues such as regulatory frontiers societal trust and consumer education practices This unique book is intended for scholars and researchers It should be essential reading for upper level and graduate courses in consumer behavior social psychology communication and marketing Marketing practitioners and marketplace regulators will find it stimulating and authoritative as will social scientists and educators who are concerned A Cognitive Psychology of Mass Communication Richard Jackson Harris, 2004 The author with consumer welfare examines how our experiences with media affect the way we acquire knowledge and how this knowledge creates consequences for attitudes and behaviour Watchdogs and Whistleblowers Stephen Brobeck, Robert N. Mayer, 2015-07-20 This book is the most comprehensive and up to date source of information about ways in which consumer activism has reshaped the economic and political well being of citizens in the United States and around the world This all encompassing collection of information about consumer activism and the consumer movement will provide students public officials business groups and other activists with a one stop source of facts and insights The contributors explore hundreds of major consumer protections that have significantly enhanced the quality of life and safety for all Americans showing how these protections were won through the skillful and determined work of leading activists and activist organizations Many of the stories told here are related by the activists themselves often for the first time More than 140 entries offer a comprehensive treatment of the consumer activism of specific organizations their leaders and strategies The book also includes more than 40 entries

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