



Can't Buy My Love: How Advertising Changes the Way We Think and Feel

Jean Kilbourne

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Many advertisements these days make us feel as if we have an intimate, even passionate relationship with a product. But as Jean Kilbourne points out in this fascinating and shocking exposé, the dreamlike promise of advertising always leaves us hungry for more. We can never be satisfied, because the products we love cannot love us back.

“When was the last time you felt this comfortable in a relationship?” —An ad for sneakers

“You can love it without getting your heart broken.” —An ad for a car

“Until I find a real man, I'll settle for a real smoke.” —A woman in a cigarette ad

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Drawing upon her knowledge of psychology, media, and women's issues, Kilbourne offers nothing less than a new understanding of a ubiquitous phenomenon in our culture. The average American is exposed to over 3,000 advertisements a day and watches three years' worth of television ads over the course of a lifetime. Kilbourne paints a gripping portrait of how this barrage of advertising drastically affects young people, especially girls, by offering false promises of rebellion, connection, and control. She also offers a surprising analysis of the way advertising creates and then feeds an addictive mentality that often continues throughout adulthood.

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Leon Fisher:

The particular book Can't Buy My Love: How Advertising Changes the Way We Think and Feel has a lot info on it. So when you make sure to read this book you can get a lot of advantage. The book was written by the very famous author. The author makes some research ahead of write this book. This book very easy to read you will get the point easily after looking over this book.

Pedro Murray:

People live in this new moment of lifestyle always aim to and must have the free time or they will get wide range of stress from both everyday life and work. So , once we ask do people have time, we will say absolutely without a doubt. People is human not really a huge robot. Then we question again, what kind of activity do you have when the spare time coming to a person of course your answer will unlimited right. Then do you try this one, reading publications. It can be your alternative within spending your spare time, the particular book you have read will be Can't Buy My Love: How Advertising Changes the Way We Think and Feel.

Dwight Hancock:

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