


Amsler, A. (1997). "Wer dem Werbefilm verfällt, ist verloren für die Welt": Das Werk von Julius Pinschewer, 1883-1961. Zürich: Chronos. [[b][Motion picture producers and directors; Motion pictures in advertising; Motion pictures in advertising]]


Bagú, S. (1961). La sociedad de masas en su historia. Córdoba: Argentina, Dirección General de Publicidad. [[b][Lg: spa][Social history][Social psychology][Crowds]]


Barbosa, I. S. (1982). Où vivre? Contribution à une analyse des actes de langage publicitaires. Louvain-la-Neuve: Cabay. [[[b][Speech acts (Linguistics); Advertising; Semiotics]]]


Barmash, I. (1974). The world is full of it: How we are oversold, overinfluenced, and overwhelmed by the communications manipulators. -. New York: Delacorte Press. [[[b][Mass media; Advertising]]]


Battipaglia, L. (1977). News & classified typefaces. [S.l.: s.n. [[[b][Phototypesetting][Newspaper layout and typography][Advertising layout and typography][Type and type-founding]]]

Belch, G. E., & Belch, M. A. (1995). Introduction to advertising and promotion. An integrated marketing communications perspective. Irwin. ([business] [advertising] [sales promotion] [communication in marketing])

Beley, G., & Watts, J. (1966). A publicist's guide to San Francisco and the nine Bay Area counties. San Jose, Calif.: Publicist's Guide. ([language][Publicity][Advertising][Journalism])

Bendel, S. (1998). Werbeanzeigen von 1622-1798: Entstehung und Entwicklung einer Textsorte. Tübingen: Niemeyer. ([language][German language; German language; German language; Advertising; German language; German language])


Blakeman, R. (2005). The bare bones of advertising print design. Lanham, MD: Rowman & Littlefield. ([business] [Graphic design (Typography)] [Advertising layout and design] [Newspaper layout and design] [Magazine design])

Blum, E. (1972). Basic books in the mass media: An annotated selected booklist covering general communications, book publishing, broadcasting, film, magazines, newspapers, advertising, indexes, and scholarly and professional periodicals. - Urbana: University of Illinois Press. ([business] [Mass media])

Blum. (1962). Reference books in the mass media: An annotated, selected booklist covering book publishing, broadcasting, films, newspapers, magazines, and advertising. - Urbana: University of Illinois Press. ([business] [Communication; Mass media])

Bly, R. W. (1993). Targeted public relations. How to get thousands of dollars of free publicity for your product, service, organization, or idea. New York: Holt. [[b] [Public relations] [Industrial publicity] [Advertising media planning]]


Boccalini, T., & Monmouth, H. C. (1669). I raggavagli di Parnasso. Or, Advertisements from Parnassus: in two centuries. With the Politick touchstone.. London: Printed for T. Dring etc. [[b][Lg: eng][Political science]]


Bonilla de Ramos, E. (1981). La mujer y su imagen en los medios. Bogotá, Colombia: Centro de Estudios sobre Desarrollo Económico, Facultad de Economía, Universidad de los Andes. [[b] [Women in mass media; Women in advertising]]


Brady, F., & Vasquez, J. A. (1995). Direct response television. The authoritative guide. National Textbook. [[b] [television advertising] [television production and direction] [advertising media planning]]


Brown, M. (1993). How to buy advertising like the pros—and save 15 to 50%. A primer for anyone in a small- to medium-sized business or profession. Valmaran Bks. [[b] [Advertising media planning]]


Budde, M. L. (1997). The (magic) kingdom of God: Christianity and global culture industries. Boulder, Colo.: Westview Press. [[b] [International business enterprises; Advertising; Mass media; Marketing; Christianity and culture; Identification (Religion); Evangelistic work; Christian education]]


Bürli-Storz, C. (1980). Deliberate ambiguity in advertising. Bern: Francke. [[b] [Ambiguity in advertising; Humor in advertising; Advertising; English language; English wit and humor]]

Bustamante Ramírez, E., Zallo, R., & Carrón, J. (1988). Las Industrias culturales en Espana: (grupos, multimedia y transnacionales) : prensa, radio, TV, libro, cine, disco, publicidad. Madrid: Akal. [[b] [Mass media; Mass media; Communication; Popular culture]]

Butler, K. B. (1952). Practical handbook on effective illustration in publication layout. [Mendota, Ill.: Butler Type-Design Research Center. [[b][Advertising layout and typography]]


Calfee, J. E. (1997). Fear of persuasion: A new perspective on advertising and regulation. Mannaz, Switerland La Vergne, TN: Agora Distributed in North America by the AEI Press. [[b] [Advertising; Advertising; Persuasion (Psychology); Advertising]]


Canada. (1986). Report on the action taken by the Canadian Broadcasting Corporation further to the report of the Task Force on Sex-Role Stereotyping in the Broadcasting Media (Images of women). Ottawa: Minister of Supply and Services. [[b] [Sex role in mass media; Women in mass media; Sex role in advertising]]

Canadian Media Directors Council. (1971). Media digest. Toronto: Marketing magazine. [[b] [Mass media; Communication; Advertising; Mass media; Communication; Advertising]]

Canadian Radio-Television and Telecommunications Commission. (1986). Report on self-regulation by the broadcasting and advertising industries for the elimination of sex-role stereotyping in the broadcast media. Ottawa: The Commission. [[b] [Sex role in television; Stereotype (Psychology) in advertising; Women in television; Women in mass media; Sex role in mass media; Sex role in advertising]]


Colón Zayas, E. (1996). Publicidad, modernidad, hegemonía. San Juan, P.R.: Editorial de la Universidad de Puerto Rico. [[Advertising; Social control; Capitalism]]

Columbia Broadcasting System, (1936). Exact measurements of the spoken word. New York city: Columbia broadcasting system. [[Radio advertising; Radio in education; Learning, Psychology of]]

Columbia Broadcasting System, (1938). Exact measurements of the spoken word. New York city: Columbia broadcasting system. [[Radio advertising; Radio in education; Learning, Psychology of]]


Conejero-López, M., & Conejero, M. A. (1995). Niveles de significado en el lenguaje publicitario. [Valencia]: Shakespeare Foundation of Spain. [[Persuasion (Rhetoric); Language and languages; Advertising]]

Consumers Association of Penang. (1982). Abuse of women in the media. --. Penang, Malaysia: Consumers' Association of Penang. [[Women in mass media; Women in advertising]]

Cook, D., & Sellers, D. (1995). Launching a business on the Web. Que. [[Business enterprises communication systems; Business computer network resources; Internet advertising; World wide web information retrieval system]]


Corpas Pastor, G., Martínez García, A., & Amaya Galván, M. C. (2002). En torno a la traducción-adaptación del mensaje publicitario. [Málaga]: Universidad de Málaga. [[[b][Advertising][Intercultural communication]]]


Cortés de los Ríos, M. E. (2001). Nuevas perspectivas lingüísticas en la publicidad impresa anglosajona. Universidad de Almería.[[[b] [Lg: Spa]]]


Curran, C. (1958). Screen writing and production techniques: The non-technical handbook for TV, film and tape. New York: Hastings House. [[[b][Television authorship; Television; Television advertising; Motion pictures]]]


Cuzco (Peru). (1991). II Encuentro de Cineastas Andinos, I Festival Andino del Spot. Lima, Perú: s.n. [[[b][Advertising; Film festivals; Motion picture producers and directors]]]


Dusenberry, P. (2005). Moving the needle. Breakthrough insights that can change your company's destiny. New York: Portfolio. [[[b][Advertising][Insight][Differentiation (Cognition)][Creative ability in business]]]


Ehrlich, F. (1934). The new typography & modern layouts. [New York: Frederick A. Stokes company. [[[b][Layout (Printing)][Advertising layout and typography][Graphic design (Typography)]]]

Eicoff, A. (1995). Direct marketing through broadcast media. TV, radio, cable, infomercial, home shopping, and more. National Textbook. [[[b][direct marketing][broadcast advertising][advertising media planning]]]


Elliott, F. R. (1936). Memory for visual, auditory and visual-auditory material. New York:. [[[b][Lg: eng][Memory][Recognition (Psychology)][Advertising]]]


Everaert-Desmedt, N. (1984). La communication publicitaire: Étude sémio-pragmatique. Louvain-la-Neuve: Cabay. [[[b][Speech acts (Linguistics); Advertising; Semiotics; Discourse analysis, Narrative]])


Ferrer Márquez, M. J. (2001). Presuposición convencional y pragmática en la publicidad anglosajona. Universidad de Almería.[[[b][Lg: Spa]]]


Flay, B. R. (1987). Selling the smokeless society: 56 evaluated mass media programs and campaigns worldwide. Washington, DC: American Public Health Association. [[b] [Cigarette habit; Health education; Behavior modification; Advertising; Mass media; Evaluation Studies; Health Promotion; Smoking]]

Floch, J. M. (1981). Sémiotique plastique et langage publicitaire: Analyse d'une annonce de la campagne de lancement de la cigarette "News". Paris: Groupe de recherches sémi-o-linguistiques. [[[b] [Advertising; Advertising; Semiotics]]


Fogg, D., O'Reilly, M., & Slater, L. (1992). Looking at language in the environment. Cambridgeshire, England?: EastLINC. [[[b] [Advertising; Mass media and language; Names; Signs and symbols; Sociolinguistics]]


Forster, R. (1999). Sparkassenwerbefilme im Nationalsozialismus. Frankfurt am Main: P. Lang. [[[b] [Advertising; Motion pictures in advertising; National socialism; Savings banks]]


Friedman, M. (1991). A "brand" new language: Commercial influences in literature and culture. Westport, CT: Greenwood Press. [[[language] [literature] [brand names] [united states] [trends] [culture anthropological] [humor] [advertising] [newspapers] [content analysis] [consumer attitudes] [consumer psychology]]


Giaccardi, C. (1995). I luoghi del quotidiano: Pubblicità e costruzione della realtà sociale. Milano: F. Angeli. [[[b][Television advertising; Television advertising; Consumer behavior; Communication in marketing; Discourse analysis]]]


Granat, J. P. (1994). Persuasive advertising for entrepreneurs and small business owners. How to create more effective sales messages. New York, NY: Haworth Press. [[b] [advertising psychological aspects] [persuasion psychology] [small business] [marketing]]

Grandi, R., Manetti, G., & Pozzato, M. P. (1995). Texto y contexto en los medios de comunicación análisis de la información, publicidad, entretenimiento y consumo. Barcelona: Bosch. [[b] [Medios de comunicación social; Contexto (Lingüística); Información]]


Great Britain. (1990). The supply of cinema advertising services: A report on the supply in the United Kingdom of cinema advertising services. London (England: HMSO. [[b] [Advertising; Consolidation and merger of corporations]]


Gress, E. G. (1910). The art & practice of typography. A manual of American printing, including a brief history up to the twentieth century, with reproductions of the work of early masters of the craft & an extensive review and elaborate showing of modern commercial typographic specimens. New York: Oswald publishing company. [[b][Printing][Graphic design (Typography)][Advertising layout and typography]]

Gress, E. G., & Rogers, B. (1917). The art & practice of typography. A manual of American printing, including a brief history up to the twentieth century, with reproductions of the work of early masters of the craft, and a practical discussion and an extensive demonstration of the modern use of type-faces and meth. New York: Oswald Pub. Co. [[b][Printing][Graphic design (Typography)][Advertising layout and typography]]


Griffin, J. (1995). The do-it-yourself business promotions kit. Englewood Cliffs, NJ: Prentice-Hall. [[[b] [advertising] [advertising media planning] [communication in marketing] [small business management]]]

Griffin, T., & Chartered Institute of Marketing (Great Britain) (Ed.). (1993). International marketing communications. Butterworth-Heinemann. [[[b] [Communication in export marketing] [Advertising media planning]]]


Handl, H. L. (1985). Werbung: Rollenkliches, Produktkultur, Zeichencharakter. Wien: Österreichische Gesellschaft für Semiotik. [[[b] [Advertising; Semiotics; Mass media; Marketing]]]


Harris, R. J. (1989). A cognitive psychology of mass communication. Hillsdale, NJ: Lawrence Erlbaum Associates, Inc. [[[communications media] [cognition] [perception] [values] [advertising] [politics] [cognitive psychology] [b]]]


Haug, W. F. (1972). Warenästhetik, Sexualität und Herrschaft: Gesammelte Aufsätze. Mit einem Vorwort von Erich Wulff. Frankfurt am Main: Fischer Taschenbuch. [[[b]Social psychology; Political psychology; Sex in advertising; Power (Social sciences)]]

Hediger, V. (2001). Verführung zum Film: Der amerikanische Kiotrailer seit 1912. Marburg: Schüren. [[[b]Advertising; Motion picture trailers; Motion pictures]]


17

Highton, A. H. (1933). Direct advertising and the printer. A text-book of general information on a subject vitally essential to the printer. Chicago: Graphic arts publishing company. [[[b][Advertising layout and typography][Typesetting]]]


Honey, M. (1984). Creating Rosie the Riveter: Class, gender, and propaganda during World War II. Amherst: University of Massachusetts Press. [[[b][Women; Women; Women in advertising; Women in literature; Women in mass media; World War, 1939-1945; World War, 1939-1945]]]


Hughes, E. M. B. G. (1994). The logical choice: How political commercials use logic to win votes. Lanham: University Press of America. [[[b][Advertising, Political; Communication in politics; Visual communication; Logic; Mass media]]]

Human Engineering Laboratory. (1937). Characteristics common to men in advertising and journalism contact work. Hoboken, N.J.: Stevens Institute of Technology. [[[b][Advertising as a profession][Journalism as a profession]]]


20

Keeler, L. (1995). Cybermarketing. AMACOM. [[[b] [internet advertising] [marketing communication systems data processing] [internet computer network]]]


Key, W. B. (1989). The age of manipulation. The con in confidence, the sin in sincere. New York: H. Holt. [[[b] [manipulation][Mass media][Advertising][Manipulative behavior][Subliminal projection][Subliminal advertising]]]


Klein, W. J. (1976). The sponsored film. New York: Hastings House. [[[b] [Motion pictures in advertising; Industrial films; Documentary films]]]


Kline, S. (1993). Out of the garden: Toys, TV and children's culture in the age of marketing. Toronto: Garamond Press. [[[b] [Television and children; Television advertising and children; Character toys; Child consumers; Mass media and children; Toys]]]


Koschnick, W. J. (1983). Standard dictionary of advertising, mass media, and marketing, English-German. Berlin New York: W. de Gruyter. [[[b][Advertising; Mass media; Marketing; English language]]]


LaFrance, E. (1995). Men, media and masculinity. Dubuque, IA: Kendall/Hunt. [[[b][Men in mass media; Sex role in advertising; Masculinity]]]


Laulié C., M. (1989). Abusos de publicidad en Chile la información oficial—una condena sin juicio. (Santiago, Chile): Comisión Chilena de Derechos Humanos. [[[b][Human rights; Government information; Government and the press; Press and propaganda; Press law]]]


Lewis, B. J. (1914). How to make type talk. The relation of typography to voice modulation: basic principles as developed and proven in actual practice. Boston: Stetson Press. [[[b][Layout (Printing)][Type and type-founding][Advertising layout and typography]]]


López Eire, A. (1998). La retórica en la publicidad. Arco Libros. [[b] [Lg: Spa]]


Maarek, P. J. (1995). Political marketing and communication. London: John Libbey. [[[b] [Advertising, Political; Electioneering; Communication in politics; Campaign management]]

Macnamara, P. (1993). Those were the days, my friend: My life in Hollywood with David O. Selznick and others. Metuchen, N.J.: Scarecrow Press. [[[b] [Advertising; Motion pictures; Public relations personnel]]


May, A. F. (1967). Journalism; advertising for journalists, public relations, cartooning, press photography. A course for beginners. Cape Town: Lion's Head. [[b][Lg: eng][Journalism]]

May, D. (1939). 101 roughs. A handbook of advertising layout, containing over thirty definite layout patterns; the name, formula and virtues of each, with over one hundred roughs, indicating in an abstract way, the color and position of the units of the advertisement, and p. Chicago: F. J. Drake. [[b][Advertising layout and typography]]


McMurtrie, D. C. (1928). Advertising may be modern--and still be readable. Chicago: Ludlow Typograph Company. [[b][Advertising layout and typography][Legibility (Printing)]]

McMurtrie, D. C. (1929). Selecting the right type for your advertising. Chicago: Priv. print. [[b][Type and type-founding][Advertising layout and typography]]

McMurtrie, D. C. (1932). The typography of an active age. Being the text of an address before the Advertising Club of Atlanta, Georgia, January 21, 1932. Atlanta, Ga.: Priv. print. [[b][Type and type-founding][Graphic design (Typography)][Advertising layout and typography]]

McMurtrie, D. C. (1934). Examples of advertising typography and layout. Chicago: Priv. [[b][Advertising layout and typography][Type and type-founding]]

McMurtrie, D. C. (1934). Typographic design in France. As represented by the printing of Draeger frères, the celebrated quality printers of Paris. Chicago: Priv. print. [[b][Advertising layout and typography]]

McMurtrie, D. C. (1934). Typography as a space selling force. A talk at a meeting of the Inland daily press association. Chicago, Ill.: Ludlow typograph company. [[b][Type and type-founding][Advertising layout and typography]]


McMurtrie, D. C. (1938). Newspaper advertising typography. An address at the eleventh mechanical conference of the American newspaper publishers association. Chicago, Ill.: Ludlow typograph company. [[b][Advertising layout and typography][Newspaper layout and typography]]

MediaWatch. (1985). Sex role stereotyping a content analysis of radio and television programs and advertisements. Vancouver: MediaWatch = Évaluation-médias. [[[b] [Women in mass media; Radio broadcasting; Television broadcasting; Sex in advertising; Sexism in mass media; Women on television; Sex role on television]]

MediaWatch. (1986). National watch on images of women in the media (MediaWatch Inc. = évaluation nationale des images des femmes dans les médias (Evalution Medias) Inc. : Response to the CRTC report on self-regulation by the broadcasting and advertising industries for the. Vancouver: MediaWatch. [[[b] [Women in mass media; Sex role in mass media; Sexism in mass media; Women in the mass media industry; Broadcasting policy]]

Medici, M. (1986). La parola pubblicitaria: Due secoli di storia fra slogan, ritmi e wellerismi. Pomezia Venezia: Sarin Marsilio. [[[b] [Advertising; Advertising; Slogans]]]


Meynell, F. (1929). The typography of newspaper advertisements. New York: Frederick A. Stokes company. [[[b][Advertising layout and typography][Newspaper layout and typography]]


28


O'Toole, J. E. (1976). Making ads. Some of the things Foote, Cone & Belding knows for sure about what should go into, and stay out of, a magazine or newspaper advertisement. [New York]: Foote, Cone & Belding. [[[b][Advertising, Magazine][Advertising layout and typography][Advertising, Newspaper]]


Ohmann, R. M. (1996). Selling culture: Magazines, markets, and class at the turn of the century. London New York: Verso. [[[b] [Advertising; Advertising, Magazine; Marketing; Popular culture; Mass media]]]

Oiamaa, P. A. (1975). Torgovaia reklama v kino i na televidenii. Moskva: Ekonomika. [[[b] [Motion pictures in advertising; Television advertising]]]

Oller, J. W., & Giardetti, J. R. (1999). Images that work: Creating successful messages in marketing and high stakes communication. Westport, Conn.: Quorum. [[[b] [Communication in marketing; Marketing; Advertising; Semiotics]]]


Orbán, P. (1975). Reklamen i ett sociologiskt perspektiv. Göteborg: Sociologiska institutionen vid Göteborgs universitet. [[[b] [Advertising; Mass media; Advertising]]]

Organized Against Sexism and Institutionalized Stereotypes. (1989). Stale roles and tight buns: Images of men in advertising. Scarborough, Ont.: Canadian Learning Company, inc. --. [[[b] [Masculinity; Sex role in advertising]]]

Ostman, R. E. (1976). Communication research and drug education. Beverly Hills: Sage Publications. [[[b] [Drugs and mass media; Drug abuse; Advertising]]]


Pecora, N. O. (1998). The business of children's entertainment. New York: Guilford Press. [[[b] [Advertising; Child consumers; Television advertising and children; Motion pictures and children; Toy industry; Children's clothing industry]]]

Pei, M. (1978). Weasel words: The art of saying what you don't mean. New York: Harper & Row. [[[b] [Vocabulary; Semantics; Mass media; Advertising]]]


Pérez Tornero, J. M. (1982). La semiótica de la publicidad. Barcelona: Mitre.[[[b] [Lg: Spa]]]


Phillips, M. J. (1997). Ethics and manipulation in advertising. Answering a flawed indictment. Westport, Conn.: Quorum. [[[b] [manipulation][Advertising][Advertising][Manipulative behavior][Consumer behavior]]]


Pritchard, B. L., MacLeod Rogers, B., & Stohn, J. S. (1996). Entertainment, advertising & media law. Toronto: Dept. of Continuing Legal Education, Law Society of Upper Canada. [[[Motion picture industry; Television; Advertising laws; Copyright; Libel and slander; Entertainers; Mass media]]]


Radder, N. J. (1924). The small city daily and the country weekly. An outline with bibliography for the study of editorial problems, circulation, advertising, promotion, accounting, administration, and mechanical equipment. Bloomington, Ind.: Dept. of journalism, Indiana university. [[[Lg: eng][Newspapers][Journalism]]]


Ramos, J. M. O. (1995). Televisão, publicidade e cultura de massa. Petrópolis: Vozes. [[[Television broadcasting; Television advertising; Motion pictures; Popular culture]]]

Rank, H. (1982). The pitch. Park Forest, Ill.: Counter-Propaganda Press. [[[b] [Advertising; Content analysis (Communication); Persuasion (Psychology)]]


Rank, H. (1991). The pitch. Counter Propaganda Press. [[[b] [advertising evaluation] [persuasion psychology] [content analysis communication]]


Rey, J. (1992). La significación publicitaria: Un caso práctico, los anuncios de vino. Sevilla: Alfar. [[[b] [Semiotics and literature; Advertising]]

Riggs, M. T., & Rolle, E. (1996). Ethnic notions: A voyage through 150 years of racial stereotyping in popular culture. Toronto, Ont.: Mongrel Media. [[[b] [Afro-Americans; Afro-Americans; Racism; Stereotype (Psychology) in advertising; Ethnic attitudes]]


Rodríguez Ferrándiz, R., & Mora Contreras, F. J. (2002). Frankenstein y el cirujano plástico: una guía multimedia de semiótica de la publicidad. Universidad de Alicante. [[[b][Lg: Spa]]


Rogers, J. (1918). Newspaper building, application of efficiency to editing, to mechanical production, to circulation and advertising. New York London: Harper & brothers. [[b][Lg: eng][Newspapers][Journalism]]


Römmele, A. (2002). Direkte Kommunikation zwischen Parteien und Wählern. Professionalisierte Wahlkampftechnologien in den USA und in der BRD. Wiesbaden: Westdeutscher Verlag. [[b][Communication in politics][Communication in politics][Advertising, Direct-mail][Advertising, Direct-mail][Political participation][Political participation]]


Sánchez Corral, L. (1991). Retórica y sintaxis de la publicidad: Itinerarios de la persuasión. Córdoba, España: Universidad de Córdoba. [[[b][Rhetoric; Grammar, Comparative and general; Advertising; Discourse analysis; Semiotics; Persuasion (Rhetoric)x xxxxxxx x x xxx]]]


Saturno Canelón, J. (1975). Enseñanza odontológica y subdesarrollo (Venezuela, 1853-1940). Caracas: Universidad Central de Venezuela, Facultad de Odontología. [[[b][Lg: spa][Dentistry][Dental instruments and apparatus industry][Journalism, Dental][Advertising]]]


Schütte, D. (1996). Das schöne Fremde. Opladen: Westdeutscher Verlag. [[b] [Advertising; Advertising; English language; German language; German language; Periodicals]]


Selnow, G. W., & Crano, W. D. (1987). Planning, implementing, and evaluating targeted communication programs: A manual for business communicator's. Westport, CT: Quorum Books. [[communication] [communications media] [business] [communication theory] [persuasive communication] [advertising] [interpersonal communication] [b]]


Sexe de la noticia. B. A. M. (2000). El sexo de la noticia reflexiones sobre el género en la información y recomendaciones de estilo. Barcelona: Icaria Editorial. [[b] [Sex in advertising.; Sexism in communication.]]


Sherbow, B. (1922). Effective type-use for advertising. New York: B. Sherbow. [[b][Advertising layout and typography]]


Shrum, L. J. (2003). The psychology of entertainment media. Blurring the lines between entertainment and persuasion. Mahwah, NJ: Lawrence Erlbaum. [[b][Subliminal advertising][Advertising][Mass media][Persuasion (Psychology)][Manipulative behavior]]

Siegfried, L. B. (1930). Typographic design in advertising. [Washington, D.C.]: The Committee on Education, United Typothetae of America. [[b][Advertising layout and typography]]


Skowronek, K. (1993). Reklama: Studium pragmalingwistyczne. Kraków: Polska Akademia Nauk, Instytut Języka Polskiego. [[[b] [Speech acts (Linguistics); Advertising; Conversation analysis; Pragmatics]]


Sommerlad, E. C. (1950). Mightier than the sword. A handbook on journalism, broadcasting, propaganda, public relations and advertising.. Sydney: Angus and Robertson. [[[b][Lg: eng][Journalism][Propaganda][Advertising][Radio broadcasting]]


Spang, K. (1991). Fundamentos de retórica literaria y publicitaria. Pamplona: Universidad de Navarra. [[[b] [Retórica; Figuras del lenguaje; Publicidad]]


Stanley, T. B. (1935). A manual of advertising typography. A combination sourcebook and work-book for students, including ten full-page and seven smaller charts; with bibliography, suggestions for study, and space for notes, layouts, solutions of assigned problems, and selected type specimens. New York: Prentice-Hall, inc. [[[b][Advertising layout and typography][Type and type-founding]]

Stanley, T. B. (1940). The technique of advertising production. New York: Prentice-Hall, incorporated. [[[b][Advertising layout and typography]]]

Stanton, F. (1933). Memory for advertising copy presented visually vs. orally. Columbus, O.: [[[b][Lg: eng][Memory][Advertising]]]

Steer, V. (1934). Printing design and layout. The manual for printers, typographers, and all designers and users of printing and advertising, including specimens of over five hundred typefaces and a series of thirty-six type
calculation charts. London: Virtue & co., ltd. [[[b][Layout (Printing)][Graphic design (Typography)][Advertising layout and typography][Type and type-founding]]

Steinmann, M. F. (1971). Massenmedien und Werbung. Freiburg im Breisgau: Rombach. [[[b][Mass media; Competition; Advertising]]


Stevens, W. J. (1996). Basic facts for creating effective art/design, advertising, printing. Lake Worth, FL: Dorval Co. [[[b][Advertising layout and typography][Advertising copy][Commercial art][Trademarks]]


Swann, C. E. (1981). The communicating church: How to tell your church story to congregation and community. Atlanta, GA.: Published by Office of Media Communications of the Presbyterian Church in the U.S. [[[b][Communication (Theology); Mass media in religion; Advertising]]

Tanaka, K. (1994). Advertising language. A pragmatic approach to advertisements in Britain and Japan. London: Routledge. [[[b][advertising great britain][advertising japan][communication social aspects great britain][communication social aspects japan]]


Trezise, F. J. (1911). The typography of advertisements. Chicago: The Inland printer company.


United States. & United States. (2005). Anti-drug media campaign. An array of services was provided, but most funds were committed to buying media time and space: report to the Subcommittee on Transportation, Treasury, the Judiciary, Housing and Urban Development, and Related Agencies, Committee on Appropriati. Washington, D.C.: U.S. Govt. Accountability Office.


Vavra, T. G. (1995). Aftermarketing. How to keep customers for life through relationship marketing. Irwin Professional Pub. [[[b] [customer relations] [customer services] [consumer satisfaction] [advertisers attitudes]]]


Volli, U. (1994). Il libro della comunicazione: Idee, strumenti, modelli. Milano: Saggiatore. [[[b] [Communication; Signs and symbols; Mass media; Advertising]]

Vries, E. (1964). Reclamedrukwerk maken met minder kosten en meer succes! Amsterdam: Uitg. FED. [[[b][Advertising layout and typography]]


Watson, K., Barnes, M. E., Gallo, T., Osborn, B., & Learned, M. (1992). Selling addiction: A workshop kit on tobacco and alcohol advertising. Los Angeles, CA: Scott Newman Center, Center for Media Literacy. [[[b] [Drug abuse; Advertising; Advertising; Advertising; Advertising; Mass media]]


