



Advertising Cultures: Gender, Commerce, Creativity (Culture, Representation and Identity series)

Sean Nixon

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'Nixon's study is a major contribution to the cultural sociology of the new service sector professionals and their gendered identities. Its importance lies in its skilful synthesis of detailed ethnographic research and social theory. This is a genuinely innovative book which reopens cultural debate about advertising and society' - *Frank Mort, Professor of Cultural History, University of East London*

'**Advertising Cultures** is a lucid, thorough and highly engaging account of advertising creatives that unlocks two crucial issues for understanding the culture industries: creativity and gender. It marks a major new contribution to the cultural study of economic life' - *Don Slater, London School of Economics*

The economic and cultural role of the 'creative industries' has gained a new prominence and centrality in recent years. This new salience is explored here through the most emblematic creative industry: advertising.

Advertising Cultures also marks a significant contribution to the study of gender and of commercial cultures through its detailing of the way gender is written into the creative cultures of advertising and into the subjective identities of its key practitioners.

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