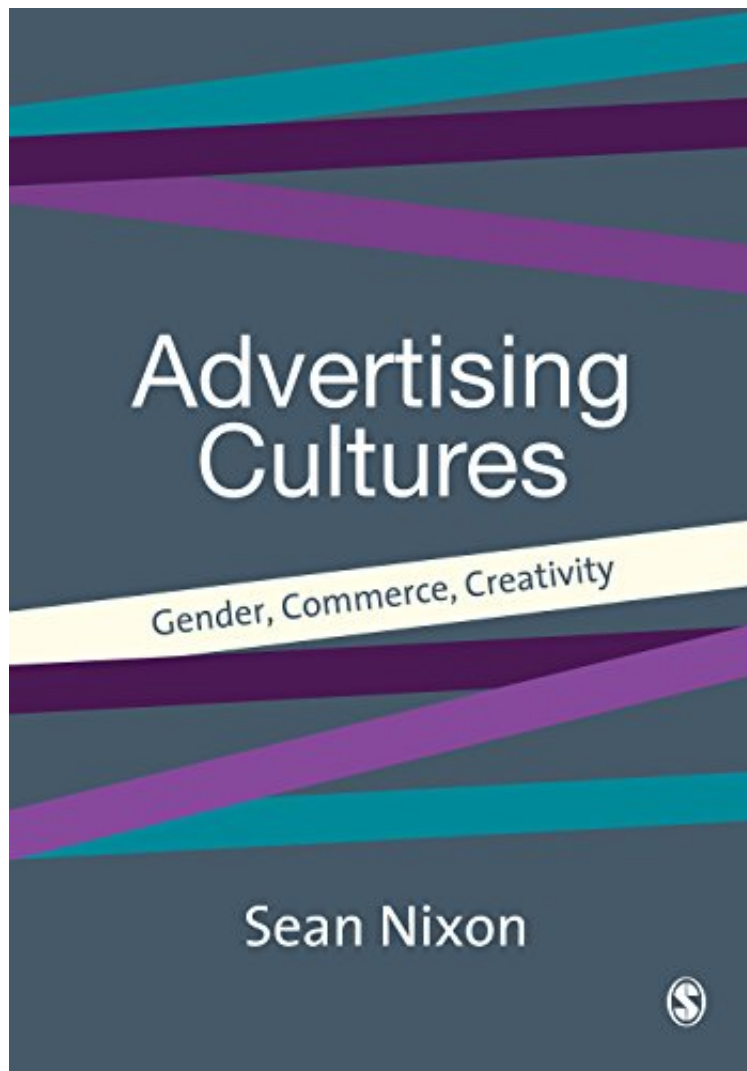


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Advertising Cultures: Gender, Commerce, Creativity (Culture, Representation and Identity series)

Sean Nixon

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Sean Nixon : Advertising Cultures: Gender, Commerce, Creativity (Culture, Representation and Identity series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advertising Cultures: Gender, Commerce, Creativity (Culture, Representation and Identity series):

2 of 2 people found the following review helpful. Academic look at advertising creative departments By Eileen F. Powers A bit dry and not exactly riveting reading, this book worked well as a source for my masters thesis on women advertising copywriters. For that application it was outstanding. Anyone reading this book would pretty much have to

enjoy saturating themselves workings ad agencies and creative departments. This is a highly specialized that book and does not look at ad agencies in a general way, but explores the dynamics of creative teams (copywriters/art directors) in London using interviews, research and analysis very specifically. This book is academic in tone. I found this book extremely helpful to my research and recommend it to anyone who needs to a source for the inner workings and sexual dynamics of advertising creative departments.

'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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About the Author
Professor Sean Nixon is Head of the Department of Sociology and Director of MA Advertising and Marketing and the Media. at the University of Essex.