



## Fables Of Abundance: A Cultural History Of Advertising In America

*Jackson Lears*

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# **Fables Of Abundance: A Cultural History Of Advertising In America**

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*Fables of Abundance* ranges from the traveling peddlers of early modern Europe to the twentieth-century American corporation, exploring the ways that advertising collaborated with other cultural institutions to produce the dominant aspirations and anxieties in the modern United States.



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