



The Economic Implications of Advertising (RLE Advertising) (Routledge Library Editions: Advertising)

Otto John Firestone

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Is advertising a factor that contributes to rising costs and prices? This study, commissioned to answer just that question by the Institute of Canadian Advertising, examines the effect of advertising on the Canadian economy, on business, the consumer, costs and prices, productivity, competition, employment, social welfare and economic growth. *The Economic Implications of Advertising* provides a valuable insight into a little-studied area of advertising, and will be of great interest to students of the industry everywhere.

First published in 1967.

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