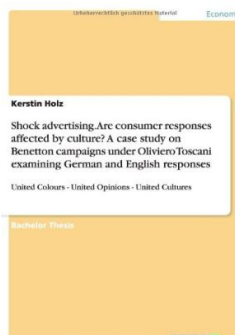


## Shock advertising. Are consumer responses affected by culture A case study on Benetton campaigns under Oliviero Toscani examining German and English responses



### Book Review

Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at at any time of the time (that's what catalogues are for regarding if you ask me).

(Ambrose Thompson II)

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