

Michael Schudson

Quotes

*Advertising, Agency, Should, Character, Subtle, Criticism, Government, Black
And White, Commitment, Bases, Important, Thinking, Retail Sales, Long,
Overcoming, May, Trends, Determine, Culture, Art*

Sales may lead to advertising as much as advertising leads to sales.

~Michael Schudson

Advertising generally works to reinforce consumer trends rather than to initiate them.

~Michael Schudson

If there are signs that Americans bow to the gods of advertising, there are equally indications that people find the gods ridiculous. It is part of the popular culture that advertisements are silly.

~Michael Schudson

It is very likely that many firms spend more on advertising than, for their own best interests, they should.

~Michael Schudson

The story of journalism, on a day-to-day basis, is the story of the interaction of reporters and officials

~Michael Schudson

Buy me and you will overcome the anxieties I have just reminded you of

~Michael Schudson

American advertisers rely on 'essentially illogical' approaches to determine their advertising budgets.

~Michael Schudson

Most criticism of advertising is written in ignorance of what actually happens inside these agencies.

~Michael Schudson

If advertising is not an official or state art, it is nonetheless clearly art.

~Michael Schudson

Chances are that neither the client nor the agency will ever know very much about what role the ad has played in sales or profits of the client, either short-term or long-term.

~Michael Schudson

The power of ads rests more in the repetition of obvious exhortations than in the subtle transmission of values.

~Michael Schudson

Advertisements ordinarily work their wonders, to the extent that they work at all, on an inattentive public.

~Michael Schudson

Expensive, well-executed, and familiar ads convince the investors, as nothing in the black and white tables of assets and debits can, that the company is important and prosperous.

~Michael Schudson

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