



Advertising at the Crossroads (RLE Advertising) (Routledge Library Editions: Advertising)

Max A. Geller

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Advertising today is not only under sterner scrutiny by the various federal regulatory and judicial bodies but is also facing an ominous storm of public criticism because of certain abuses. One of the big questions troubling advertisers, agencies and media is whether advertising will be subject to increasingly stringent governmental controls or whether it will forestall such action by mature self-regulation. In *Advertising at the Crossroads* the author has attempted to face the issue squarely and realistically, and to point out several constructive measures that advertising must initiate in its self-interest.

First published in 1952.

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