

Advertising

The reason that it exists and the difficulties associated with it





Why does it exist?



http://www.redhotmarketingblender.com/wp-content/uploads/2011/10/ shampa2007 advertisin-baby.jpg





What is consumerism?

 Consumption (from Latin: cosumere that means waste or destroy) is the action and effect of consuming and wasting, be they products, goods, and services, like energy, understanding that the fact that consming these products goods and services is in order to satisfy primary and secondary needs. Massive consumption has yielded consumerism and a society of consumerism.

Fuente: http://www.quecomoyporque.com.ar/consumo.html





Consumerism is unnecessary consumption inspired by advertising leading to the unnecessary purchase of rapidly changing and quickly interchangeable products.

Fuente: http://html.rincondelvago.com/consumismo-y-compra-compulsiva.html





The effects of advertising

- Kenneth Clark's doll experiment (1939)
- Albert Bandura's Bobo Doll experiment(1961)
- Oliviero Toscani and her campaign against anorexia(2007)
- Stanley Milgram andelectric shocks/ persuading researcher (1961)



Advertising directed to Latinos in the United States

- There are more than 50 million Latinos in the U.S.
- Latinos have become the second-most important market in the U.S.
- The economic importance of Latinos is emphasized by the fact that Baby Boomers will retire in a few years.

Fuente:

http://www.marketingdirecto.com/actualidad/tendencias/los-latinos-en-estados-unidos-son-el-futuro-paralas-marcas/





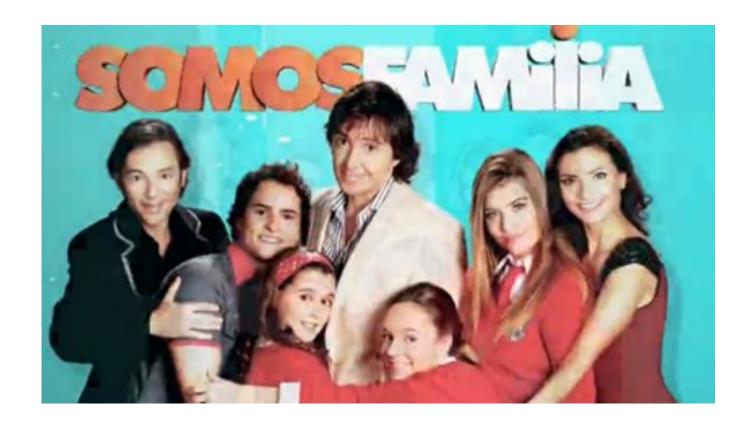
What is a typical Latino like



http://www.hispanicyouth.net/privacy-policy/







http://www.tusnovelas.net/ver-telenovela/somos-familia





Problems



http://virtualeducationreview.com/wp-content/uploads/2014/01/vuelaencuero-american-airlines.jpg









http://newbeetle.org/forums/miscellaneous-hoo-ha-archive/6439-turbo-cojones.html



The Best: StateFarm



http://www.micasaresourcecenter.org/about-us/supporters/corporate-spotlight/





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 http://www.marketingdirecto.com/ actualidad/tendencias/los-latinos-en-estadosunidos-son-el-futuro-para-las-marcas/

 http://economia.elpais.com/economia/ 2006/03/21/actualidad/ 1142929981 850215.html

