



# **As Heard on TV: Popular Music in Advertising (Ashgate Popular and Folk Music Series) (Paperback) - Common**

*By (author) Bethany Klein*

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Through an analysis of press coverage and interviews with musicians, and advertising creatives, this book considers the industrial changes that have provided a foundation for the increased use of popular music in advertising, and explores issues and debates surrounding media alliances that blur cultural ambitions with commercial goals.

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