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considered to be less attractive, were judged to be happier, smarter, friendlier, and more likable. They were also considered likely to have better jobs, be better marital partners, or to get more dates.

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minor lapses aside, Advertising, the Uneasy Persuasion is a forceful plea for

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multidimensional analysis of the forces that bring about advertising and its results, for good or ill.

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