

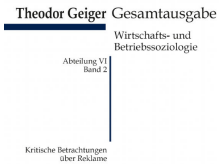
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## KRITISCHE BETRACHTUNGEN ÜBER REKLAME EBOOKS 2019

Author: Theodor Geiger, Elisabeth Bergunde u0026 Klaus Rodax

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«Es ist die absolute Unwahrheit, wenn behauptet wird: «Die Reklame lenkt den Verbrauch zu jenen Waren, von denen sich die Kundschaft die meiste Freude verspricht». Tatsächlich lenkt aber die Reklame den Verbrauch zu jenen Waren, deren Absatz dem Verkäufer den größten Profit bringt; dazu suggeriert man dem Käufer, daß er größere Freude an dieser Ware haben werde – «man bringt ihn dazu, zu glauben ...»» (Theodor Geiger).



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