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Adcreep: The Case Against Modern Marketing | Mark Bartholomew

Adcreep mounts a damning critique of the modern American legal system's failure to stem the flow of invasive advertising into our homes, parks, schools, and digital lives. (source: Nielsen Book Data) Subjects

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Adcreep mounts a damning critique of the modern American legal system's failure to stem the flow of invasive advertising into our homes, parks, schools, and digital lives. Advertising is everywhere. By some estimates, the average American is exposed to over 3,000 advertisements each day.

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Adcreep: The Case Against Modern Marketing by Bartholomew ...

In his new book Adcreep: The Case Against Modern Marketing, Mark Bartholomew, legal scholar and professor at the University of Buffalo, shows us that it does not have to be this way. The insistent creep of invasive advertising in all domains of modern life, what he calls " adcreep ", is not an unavoidable tax on living in a modern world, as we have come to assume by the very nature of its omnipresence.

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