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By Andrea Gardner

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but commentator and ad-watcher Andrea Gardner says that for all the purchasing power women have, advertisers don't Advertising is a seduction,

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How Advertisers Lure Women Through Flattery, Flirtation, and Manipulation. Seal Press March 2008 On Sale: March 6, 2008 220 pages ISBN: 1580052126

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Andrea Gardner Bernstein, She is also the author of The 30-Second Seduction: How Advertisers Lure Women Through Flattery, Flirtation and Manipulation.
<http://sites.laverne.edu/communications/facultystaff/adjunct-faculty/>

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<http://www.reuters.com/article/2008/05/01/business-books-branding-idUSN2223946620080501>

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