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- Every subject area has an **Editor-in-Chief and Editorial Board**, and each article receives **multiple peer reviews and board vetting**
 - **50-100 articles at launch per subject** (equivalent to a 4-volume print encyclopedia)
 - **Updated regularly**, with 50-75 articles added per year to each subject area. Updates will also include revisions to existing articles.
-

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*— Steven Ozment, McLean Professor of Ancient & Modern History,
Harvard University*

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 - British and Irish Literature
 - Buddhism
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 - Chinese Studies
 - Cinema and Media Studies
 - Classics
 - Communication
 - Criminology
 - Ecology
 - Education
 - Geography
 - Hinduism
 - International Law
 - International Relations
 - Islamic Studies
 - Jewish Studies
 - Latin American Studies
 - Latino Studies
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Expert recommendations on the best works available in each discipline—whether it be a chapter, a book, a journal article, a Website, blog, or data set—streamline the research process

Credible

Each subject area has an Editor in Chief, an Editorial Board and peer reviewers, ensuring balanced perspective with scholarly accuracy, authority, and objectivity

Original Scholarly Content

Each article is an authoritative guide to the current scholarship on a topic with original commentary and annotations by top scholars

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Intuitive linking and discoverability tools help users quickly locate full text content to prevent dead ends

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Editor in Chief: David Gibson

Ecology is a wide-ranging field that has its roots in the observations and writings of the early plant geographers, including Charles Darwin. *Oxford Bibliographies* in Ecology presents an extensive and growing number of articles, addressing the most important concepts and ideas in the discipline and including autoecology, population, community, and ecosystem ecology. [Read More »](#)

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— *Dr. Sanford Goldberg, Professor of Philosophy, Northwestern University*

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Matthew Restall

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—*Barbara Bibel, Booklist's Points of Reference*

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Core Texts

The best way to learn about advertising and the advertising industry is to start with advertising textbooks. [Arens, et al. 2008](#) overviews all areas of advertising and is especially strong in its examination of the look and feel of effective advertising and how it is created. [Wells, et al. 2007](#) is a popular textbook that combines a rich representation about how advertising works in the real world with fundamental advertising theory. [O'Guinn, et al. 2009](#) identifies brand building as the central task for advertising, taking a more management-focused approach than other advertising texts. [Jones 1999](#) provides elaborated definitions for terms and theories of advertising.

Arens, William, Michael Weigold, and Christian Arens. 2008. *Contemporary advertising*. Boston: McGraw-Hill/Irwin.

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This text is particularly good in discussing the role of creative work in advertising. It also addresses extensively how digital media have changed much about how advertising is done.

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The ancient city of Pompeii had advertisements for shops painted on its walls. Newspaper initially reports of the arrival of products for sale. Television commercials developed rapidly in the 1950s, and television became the medium where most advertising dollars were spent, but television advertising did not eliminate its older competitors such as newspapers, magazines, and radio. Advertising flourished in capitalistic economies, and as countries became more capitalistic there was a fast and large growth of the market. [Ewen 1976](#), [Fox 1997](#), [Lears 2004](#), [O'Barr 2005](#), and [Schudson 1986](#) offer differing and fascinating overviews of how advertising developed in the United States. These and many other interesting facts are part of the story of advertising history. Every advertising textbook will have a section on advertising history. There are many scholarly studies in the area. Many of the studies are based on "cultural" analyses, that is, they consider linkages between all dimensions of social life and the look of advertising. For example, [Nelson 2008](#) looks at the criticism that advertising affects people without their knowing that they are being affected.

Ewen, Stuart. 1976. *Captains of consciousness: Advertising and the social roots of consumer culture*. New York: McGraw-Hill.

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Fox, Stephen R. 1997. *The mirror makers: A history of American advertising and its creators*. New York: Morrow.

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Volume somewhat dated, but interesting focus on the great "advertising men" who developed the industry into the behemoth business it became in the 1980s and 1990s. This is an easy and quick read.

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Lears, T.J. Jackson. 1994. *Fables of abundance: A cultural history of advertising in America*. New York: Basic Books.

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A cultural study focuses on meanings. This book focuses on how advertising throughout American history has carried meanings about gender, privacy, value, and many other fundamental aspects of life.

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