

**LIBRARY & LEARNING RESOURCES DEPARTMENT  
SUGGESTED FOR  
MKT 43  
PRINCIPLES OF ADVERTISING**

<b><u>CODE NO.</u></b>	<b><u>TITLE</u></b>
<b>V1056</b>	<b>DEATH IN THE WEST - 32 min, c1982</b>
<b>V2465.8</b>	<b>THE ROARING TWENTIES – <i>Consumer Revolution and Rise of Advertising</i> (United States History Series) - 35 min, c1996</b>
<b>DVD406</b>	<b>THE OVERSPENT AMERICAN: WHY WE WANT WHAT WE DON'T NEED – 32min, c2003</b>