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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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