10. Epidemiology between ethics and politics
Rodolfo Saracci

Epidemiological studies pose ethical problems, particularly concerning the confidentiality of identifiable personal data and the use of stored samples to carry out genetic and other tests. Ethics experts, national regulators, and international institutions take different stances on these issues. Intervention studies present particular challenges. Study protocols have to be approved by an ethics committee which aims to guarantee the protection of the subjects of the investigation. Committees rarely discuss how far a study responds to the health needs of the country where it is conducted. ‘Epidemiology between ethics and politics’ considers this issue especially relevant for developing countries, implying but going beyond ethics into the politics of research and health.

7. Research on human subjects
Charles Foster

‘Research on human subjects’ considers the Nuremberg Code (1947), which gave way to the World Medical Association's Declaration of Helsinki (1964). The Declaration (last revised in 2008) has no legal force in itself, but has had profound influence on national and international research ethics and law. It emphasizes the importance of autonomy and informed consent, and insists that the subject's welfare outweighs the welfare of society or the march of science. The various articles of the Declaration that are concerned with unknown risks, when research should stop, children and incompetent adults, and payment for medical research volunteers are discussed. Finally, the role of research ethics committees is reviewed.

4. The ascent of the rich
Robert C. Allen
'The ascent of the rich’ shows how the rich countries got richer. Between 1815 and 1870, the Industrial Revolution spread from Britain to Western Europe and North America. Innovation and funding in university research, particularly in Germany before World War II and in the USA after, has underpinned global leadership in technology. Western countries have experienced a development trajectory in which higher wages led to the invention of labour-saving technology, whose use drove up labour productivity and wages with it. The cycle repeats. Today's poor countries have low wages and high capital costs, so they make do with archaic technology and low incomes.

9. The Role of Advertising in Society
Winston Fletcher

Can advertising be moral? The tripartite of advertising (advertisers, media, and agencies) ought to include a fourth element: the public. This is the group the critics of advertising are concerned about when they question the morality and benefits of advertising. The public should be viewed as overlapping and interacting with the other three groups. To explore the morality of advertising it is necessary to explore how advertising affects people. What is the role of advertising in society? It creates employment, provides the public with free and inexpensive media, it supports media independence, it provides information, it pushes prices down and quality up, and it spreads awareness of brands.

5. Science and Technology as institutions
Partha Dasgupta

‘Science and Technology as institutions’ explores the economic development of Science and Technology. Knowledge is a public good, but private incentives to pursue research are low, as it is difficult to secure returns on investment. Publicly funded R&D solves this by turning scientific research into a contest. Scientists share their discoveries with the public, but obtain the private asset of ‘priority’ if they are the first to discover something. Technology privatizes the innovations of Science using patents and copyrights. Thus, Science is defined as community-ridden and controlled by norms, whereas Technology is market-driven and enforced by laws.
Brand managers have become the central players in the business of branding. They almost always work inside the company’s marketing department, but branding goes far beyond the marketing team; brand managers influence, orchestrate, and coach their colleagues right across the organization. ‘The branding business’ looks at the different aspects of the branding business from brand management and brand leadership to the science and creativity behind branding. It considers whether organizations are brand-led or not, and how companies often bring in experts to successfully build their brands. It then looks at the big four media agencies—Interpublic, Omnicom, Publicis, and WPP—that now dominate the industry.

7. The ethics of branding

Robert Jones

Branding is a powerful force, but is it always a force for good? ‘The ethics of branding’ considers both the negative and positive aspects of branding. Some branding practices can involve systematically tricking or manipulating people. When does colourful storytelling turn into misleading the consumer? The big global brand corporations can drive out local, unbranded businesses and branding gets people to pay more than they need to and to buy and consume things they don’t need. But there are reasons to be optimistic. Increasingly, commercial profit depends on social purpose, and branding has to be good in order to make money. It also makes corporations accountable.

8. The standard model and late industrialization

Robert C. Allen

‘The standard model and late industrialization’ uses examples from Russia, Japan, and Latin America to show how independent states could apply the standard model of economic development — railways, tariffs, banks, and schools — that had worked for the USA and Western Europe. This model generated modest economic growth, but not enough to close the gap with the West. Problems of high inequality and political instability worsened with time as the scale of efficient production has increased and capital to labour ratios have become even greater in rich countries. Even without the financial crisis of the early 1980s, the standard model had reached the end of its useful life.
9. Big Push industrialization

Robert C. Allen

‘Big Push industrialization’ describes the way some countries were able to grow so fast and catch up with the West in the 20th century. It was by constructing all of the elements of an advanced economy — steel mills, power plants, vehicle factories, cities, and so on — simultaneously. This ‘Big Push’ industrialization raises difficult problems since everything is built ahead of supply and demand. Every investment depends on faith that the complementary investments will materialize. The success of the grand design requires a planning authority to coordinate the activities and ensure that they are carried out. The case studies of the economies of the Soviet Union, Japan, and China are discussed.

6. Influenza

Christian W. McMillen

The influenza that swept across the globe in three waves in 1918–1919 was the worst pandemic in history since the Black Death. Pandemic influenza had erupted before—most recently and severely in 1889–1892. But none approached the impact of the post–World War I pandemic, which killed at least fifty million people. ‘Influenza’ explains that more young adults and females were affected. Influenza can jump from animals to humans and back because it changes rapidly and often via antigenic drift. There were further pandemics in 1957, 1968, and 2009, and there will be more in the future. There is still much to learn about influenza.

2. Asylums and the origins of psychiatry

Tom Burns

‘Asylums and the origins of psychiatry’ outlines the historical care of the mentally ill. If the mentally deranged could not be cared for within the family, they were sent to private madhouses for the rich and workhouses for the poor. The asylum movement began in earnest in the 1820s, aiming to provide moral therapy in a calm, spacious, rural environment. However, conditions deteriorated with overcrowding. The 19th century saw increasing research into mental health, especially in German-speaking Europe, with three of psychiatry’s most influential figures being Kraepelin, Bleuler, and Freud. Meanwhile,
asylums had become even more overcrowded and neglected. Not until the 1920s did specific effective treatments become available.

1. What does Advertising Do?

Winston Fletcher

We use the word ‘advertising’ to cover all kinds of publicity. Within the advertising industry the word is used more specifically as one type of marketing communication. Every advertisement attempts to bridge a gap between the sender and receiver. Critics hostile to advertising attempt to draw a line between informative and persuasive advertising but in reality this line is impossible to draw. The core of advertising concerns mass consumer advertising in the major media (television, radio, newspapers, magazines, posters, radio, cinema, and the Internet). What strategy does it employ to achieve its aim? What does the public expect from advertising?

4. The Media: Blowing the Advertisers' Trumpets

Winston Fletcher

The second part of the advertising tripartite is the media that carry the advertisements. What is this ‘media’? Since the arrival of the Internet and digitization, advertising media is in a state of flux. When choosing a medium the advertiser needs to ask: how many people does the medium reach? How much does it cost to use that medium? How persuasive is that advertising medium? In the last decade the Internet has taken over a huge share of the advertising market worldwide. Though the relative size and importance of each medium is different from country to country, the fundamentals stay the same.

5. The Creative Agencies: Creating New Campaigns

Winston Fletcher

Since the end of the 20th century advertising agencies have become increasingly specialised. What role does the advertising agency have in forming the campaign from conception to finish? It is not the messages put into advertisements that are important, it is the reaction to the messages that stands between the success or failure of the campaign. Creativity has always paid a huge part in humanity, but is it significant to successful advertising? Globalization has an impact on the way companies advertise. The commercial
benefits of global advertising are indisputable and will grow in the future. What does the future hold for advertising?

Poverty: A Very Short Introduction
Philip N. Jefferson

Print Publication Year: 2018 Published Online: Jul 2018
Publisher: Oxford University Press
DOI: 10.1093/actrade/9780198716471.001.0001
Item type: book

Millions of people worldwide live in poverty. Why is that? What has been done about it in the past? And what is being done about it now? Poverty: A Very Short Introduction explores how the answers to these questions lie in the social, political, economic, educational, and technological processes that impact all of us throughout our lives—from the circumstances of birth and gender to access to clean water and whether it is wartime or peacetime. The degree of vulnerability is all that differentiates us. This VSI looks at the history of poverty, the practical and analytical efforts made to eradicate it, and the prospects for further poverty alleviation in the future.

Global Economic History: A Very Short Introduction
Robert C. Allen

Print Publication Year: 2011 Published Online: Sep 2013
Publisher: Oxford University Press
DOI: 10.1093/actrade/9780199596652.001.0001
Item type: book

Global Economic History: A Very Short Introduction considers the wealth and economic history of countries worldwide. Why are some countries rich and others poor? The various factors that influence economic growth, including culture, globalization, institutions, technology, the natural environment, income distribution, and the standard of living are discussed. From the industrial revolution in Britain in the 18th and 19th centuries, the range of processes and developments that have led to economic growth in Western Europe, North America, China, India, South America, and Africa are considered. Historical examples to show the strengths and weaknesses of state intervention in the economy are also used.

5. Tuberculosis
Christian W. McMillen

Print Publication Year: 2016 Published Online: Dec 2016
Publisher: Oxford University Press
DOI: 10.1093/actrade/9780199340071.003.0006
Item type: chapter

Tuberculosis, caused by Mycobacterium tuberculosis, emerged in Africa about seventy thousand years ago. It accompanied modern humans on their migrations out of Africa, across the Indian Ocean, and then into Eurasia. Tuberculosis affects almost all parts of the body. Its most common and deadly form, carried in tiny droplets through the air from person to person and highly infectious, is pulmonary tuberculosis. It thrives in densely
packed places. ‘Tuberculosis’ outlines the spread of the disease, early attempts to combat it, Robert Koch’s identification of Mycobacterium tuberculosis in 1882, the development of the BCG vaccine in 1908, the use of antibiotics, and the growing multi-drug-resistant TB problem.

Advertising: A Very Short Introduction

Winston Fletcher

Advertising: A Very Short Introduction dispels the myths surrounding the advertising industry. Advertising is a diverse entity, and campaigns work (or fail to work) in a plethora of ways. How does the advertising industry work? What part do all the key players (the advertisers, the media, and the agencies) play? Where does the public sit in the world of advertising? This VSI examines how advertisers determine whether they have been successful, how they know if the money they have spent has been wasted, and what the benefits of advertising are and what the future may hold for the industry.

7. Research, Research, Research

Winston Fletcher

‘Research, research, research’ looks into popular theories on advertising putting scientific fact to theory including subliminal advertising, tachistoscopes, sweat measurement, interest dials, and brain mapping. Advertising is an expensive and unpredictable business. In the 1950s advertising went through a period of boom. A movement emerged called motivation research (or depth research). Based on Freudian psychoanalytic theory, its thesis was that buying behaviour was emotional and controlled by subconscious desires rather than rational. It would be much easier to plan an advertising campaign if the ‘Golden Key’ to the secret of sales success was known.

Medical Law: A Very Short Introduction

Charles Foster

Medical law is concerned with our bodies, and what happens to them during and after our lives. The core issues of medical law — organ transplantation, abortion, withdrawal of treatment, euthanasia, confidentiality, research on humans — affect us all. Medical Law: A Very Short Introduction explores different examples of these issues to illustrate the key
problems and principles of medical law. When things go wrong with our bodies, we want to know what our rights are, and what governs the conduct of the clinicians into whose hands we put our lives and limbs. Dealing with matters of life and death, it can therefore have a fundamental impact on medical practice.