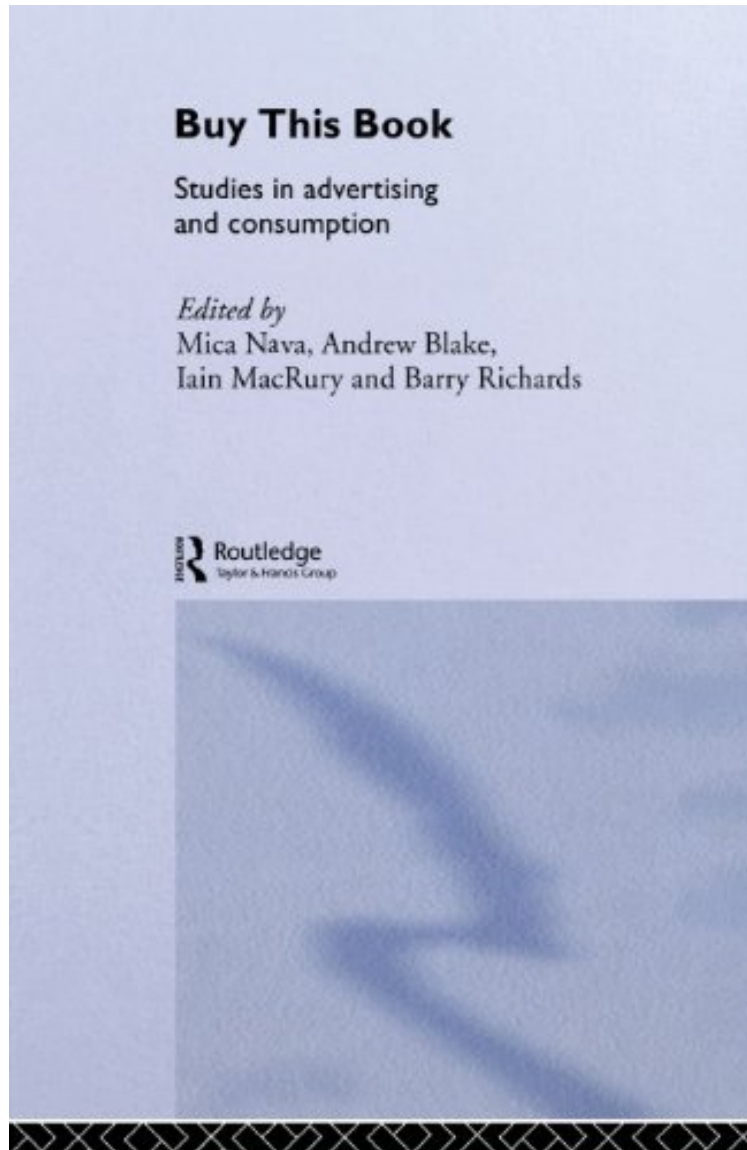


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About the Author Mica Nava, Andrew Blake, Iain MacRury and Barry Richards are associates at the Centre for Consumer and Advertising Studies at the University of East London.