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EDUCATIONAL
FOUNDATION

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The AEF is the bridge that connects the advertising, marketing and academic communities. Together we educate and inspire the next generation of talent while advancing the understanding of marketing and advertising in society.



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community that
will change the
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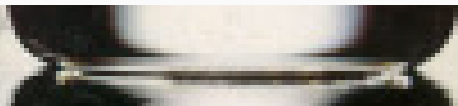


ASQ ADVERTISING & SOCIETY QUARTERLY

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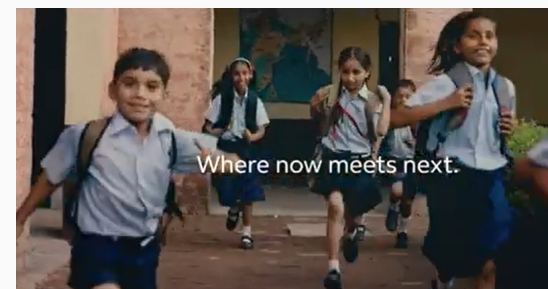
Advertising & Society Quarterly (ASQ), distributed by Johns Hopkins University Press Project MUSE, is a scholarly journal devoted entirely to advertising and its relationship to society, culture, history, and the economy. Published quarterly online, ASQ features articles, essays, interviews, roundtable discussions, book talks, and other scholarship relevant to a broad, interdisciplinary audience interested in advertising.

ASQ always seeks interdisciplinary manuscripts written in a clear, accessible style for academics, students, and the industry. ASQ is especially interested in original articles, case studies, works-in-progress, interviews, book reviews, think pieces, pedagogy articles, and revised, shorter pieces from larger works.

Although the journal is based in the United States, we seek articles on advertising anywhere in the world. The journal accepts articles using qualitative and/or quantitative methods. Contact Editorial team at AdSocQuarterly@duke.edu



AEF.COM/ASQ



Where now meets next.

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