

Download The Great American Blow Up Puffery In Advertising And Selling

In everyday language, puffery refers to exaggerated or false praise. In law, puffery is a promotional statement or claim that expresses subjective rather than objective views, which no "reasonable person" would take literally. Puffery serves to "puff up" an exaggerated image of what is being described and is especially featured in testimonials. Puffery in Advertising . Contents . Wikipedia article on puffery ; Cosmetic Ingredients: "Understanding the Puffery," Judith E. Foulke, FDA Consumer Magazine, May 1992 Making a Run at Alternative and Free Energy. By Wade Frazier. Revised June 2014 . Introduction. A New Kind of Technology. The Early Adventures of Dennis Lee False advertising is the use of false, misleading, or unproven information to advertise products to consumers. The advertising frequently does not disclose its source.