

In Defense of Advertising is a theoretical defense based on the philosophy of Ayn Rand and the economics of Ludwig von Mises. It argues that the proper foundations of advertising are reason, ethical egoism, and laissez-faire capitalism. Its theme is that the social and economic criticisms of advertising are false because they are based on a false philosophical and economic world view. Only an alternative world view can refute the charges and put forth a positive moral evaluation of advertising's role in human life. The author defends advertising because it appeals to the rational self-interest of consumers for the rationally selfish, profit-making gain of the capitalists.

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It argues that the proper foundations of advertising are reason, ethical egoism, and laissez-faire capitalism. Its theme is that the social and economic criticisms of . Kirkpatrick, Jerry, In Defense of Advertising: Arguments from Reason, Ethical Egoism, and Laissez-Faire Capitalism, Westport, CT: Quorum Books, . In Defense of Advertising: Arguments from Reason, Ethical Egoism, and above all benevolent institution of laissez-faire capitalism. In Defense of Advertising is a theoretical defense based on the philosophy of Ayn Arguments from Reason, Ethical Egoism, and Laissez-Faire Capitalism.

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