

BIBLIOGRAPHY

- Crystal, D. Language Play. England: Penguin Group, 1998.
- Duncan, T. Advertising and IMC. New York: McGraw-Hill. 2005.
- Goddard,A. The Language of Advertising. London: Routledge, 2002.
- Hornby,A.S. Oxford advanced Learner's and Dictionary of Current English. London: Oxford University Press. 1963.
- Leech & Short. Style in Fiction. London and New York: Longman. 1994.
- Pease, Allan, and Barbara Pease. Why Men Don't Listen and Women Can't Read Maps. London: Orion House, 2001.
- Semenik,R.J. Promotion and Integrated Marketing Communications. 2002.

Internet Websites

- <<http://shopping.yahoo.com/b:Skin%20Care/10> Sepetember 2007/>
- <<http://shopping.yahoo.com/s:Body%20Care:4596Skin%20Care%20Type=Body%20Lo>
tions:browsename=Body%20Lotions/12 September 2007/>
- <<http://www.amazon.com/gp/search/brand-index.html?index=beauty&field->
subjectbin=11055981/18 September 2007/>
- Klein, Naomi. "No Logo". (2000). 21 September
2007<<http://en.wikipedia.org/wiki/Brand/>>
- <http://en.wikipedia.org/wiki/Advertising_slogan/26 Sepetember 2007/>