Buyways: Billboards, Automobiles, And The American Landscape

Catherine Gudis

Investment Book Summary: Buyways: Billboards, Automobiles, and The American Landscape. Catherine Gudis focuses on the development of the outdoor advertising industry in twentieth century America, and its role in the commodification of the American scene. -- Los Angeles Past Natures Conference Themes and Plenary Speakers - OrgSync In Buyways, Catherine Gudis addresses the impact of billboards on the American landscape and culture. She explores the history of billboards, their evolution, and their role in shaping the American landscape. Gudis examines the rise of billboards as a medium for mass communication and how they have influenced consumer behavior and the perception of space. By examining the cultural and economic implications of billboards, Buyways provides a comprehensive analysis of this ubiquitous element of the American landscape.