



Admen And Eve (The Bible & Critical Theory) **(Volume 10)**

Julie Kelso, Caroline Blyth, Robert J Myles, Johanna Stiebert, Ibrahim Abraham, George Aichele, Emma England, Milena Kirova, Angus Paddison, Michael J Sandford

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The Bible & Critical Theory - Admen And Eve Volume 10, Number 2 (2014) It is debatable as to whether or not Eve is the most well-known female biblical figure of all time (the Marys Magdalene and virgin-mother might pip her at the post), but without a doubt it is Eve who dominates the popularity and recognisability stakes when it comes to contemporary advertising in the West. She's everywhere. She sells, obviously. The question is why she sells so well, particularly since the early 1990s. As the title suggests, the usefulness of Eve in advertising is the focus of Katie Edwards' fascinating book Admen and Eve: The Bible in Contemporary Advertising. In this special issue of BCT, we have five commissioned (and peer-reviewed) essays. These are not book reviews; the authors were asked to produce critical essays that engage with Edwards' book in light of their own research interests.

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