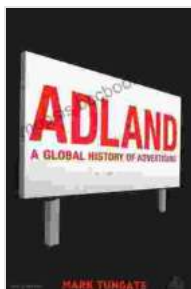
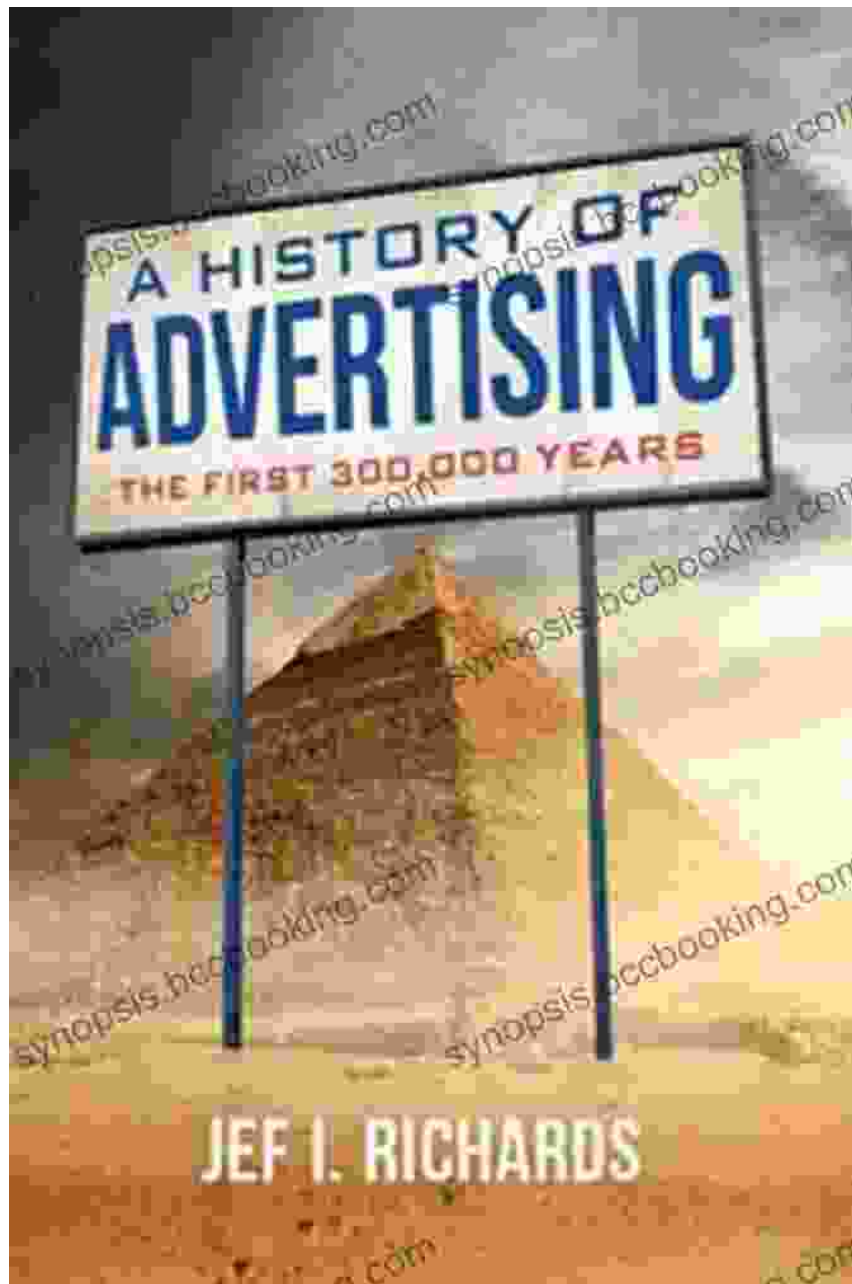


# Adland: The Global History of Advertising



## Adland: A Global History of Advertising by Mark Tungate

★★★★☆ 4.1 out of 5

Language : English

File size : 584 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled  
Print length : 272 pages



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Adland: The Global History of Advertising is a comprehensive and engaging history of advertising, from its humble beginnings to its modern-day dominance. This book is essential reading for anyone interested in marketing, media, or the history of business.

Tungate traces the evolution of advertising from its roots in ancient Greece and Rome to its explosion in the 19th and 20th centuries. He explores the role of advertising in shaping our culture and economy, and he examines the ethical issues that have plagued the industry.

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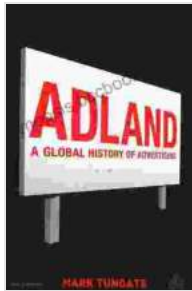
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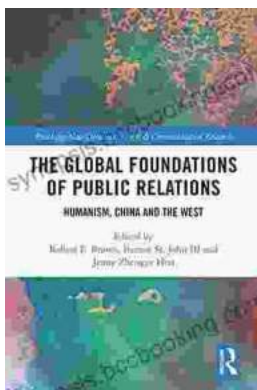
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