



# Adland: A Global History of Advertising

By Mark Tungate

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*Adland* is a ground-breaking examination of modern advertising, from its origins in the 19th century to the evolution of the current advertising landscape. Author and journalist Mark Tungate examines key developments in advertising, from print, radio, and television advertisements to the opportunities afforded by digital media -- podcasting, text messaging, and interactive campaigns. *Adland* focuses on key players in the industry and features exclusive interviews with leading names in international advertising, including Tom Bernadin, CEO of Leo Burnett; Jean-Marie Dru, President and CEO of TBWA Worldwide; and John Hegarty, Chairman of BartleBogleHegarty. Exploring the roots of the advertising industry in New York and London, and going on to cover Western Europe and the emerging markets of Eastern Europe, Asia, and Latin America, *Adland* offers a comprehensive examination of a global industry and suggests how it is likely to develop in the future.

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### Editorial Review

From Publishers Weekly

*Starred Review.* In this heady, well-researched gem, British journalist Tungate (Fashion Brands) illustrates the history and globalization of the \$400-billion-a-year advertising industry. Tungate begins by simultaneously addressing consumers' skepticism (or outright disdain) toward the "jargon, psychobabble and double talk of advertising," and advertisers' laudable financing of "a free, varied, democratic media," before hunting down advertising's birth during the Industrial Revolution. He traces the industry from there through today's exploding media frontier of new global markets, viral advertising and seemingly infinite bandwidth. Along the way, he looks at trailblazers like Bill Bernbach and David Ogilvy, whose prosperous agencies and their offspring propelled the industry worldwide, and especially in the US, throughout the 20th century. He looks at key players, time periods and hotspots (Madison Avenue in the 1950s, Tokyo's Dentsu, the Omnicom mega-merger) with snappy storytelling, interviews with bigwigs and buckets full of trivia. Tungate argues effectively that the prevalence and effectiveness of a given country's advertising is commensurate with that country's entire economy; media enthusiasts and professionals will find this a handy, entertaining and insightful guide to the past and future of the ad world.

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### Review

"[A]n excellent introduction to the personalities, agencies, and trends that have shaped a hugely influential industry." --**Library Journal**, Sept 2007, starred review

"[H]eady, well-researched gem... a handy, entertaining and insightful guide to the past and future of the ad world." --**Publishers Weekly**, August 2007, starred review

"Writing an entire history of advertising around the world is clearly an ambitious project. Tungate pulls it off and has published a rare beast: a highly readable yarn that would also make a good textbook for aspiring ad folk." --**Jonah Bloom**, *Advertising Age*, Sept 2007

### About the Author

Mark Tungate is a journalist specializing in media, marketing, and communication. Based in Paris, he is a frequent contributor to leading advertising journals, magazines, and conferences. He is the author of *Fashion Brands* and *Media Monoliths* (Kogan Page), and co-author of *The Epica Book*, an annual review of the best European advertising.

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