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Mark Tungate is a British journalist based in Paris. He is the author of several books about branding and marketing, including Fashion Brands: Branding Style from Armani to Zara and Adland: A Global History of Advertising. His articles have appeared in publications ranging from Campaign and Advertising Age to the Financial Times and The Daily Telegraph.

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Summing Up: Recommended., Adland ...indeed is, a global history of advertising... Beginning with developments in the mid-9th century, the book traces the growth of advertising in the US as well as Europe, with individual chapters devoted to British, French, and Japanese advertising. ...a readable, well-designed book that will appeal to individuals with a special interest in advertising history.

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Adland A Global History Of

Adland is a very well written story, and a rare example, perhaps still unique, of an history of advertising offering a global perspective (note that I haven't done any serious bibliographic research, but I'm pretty sure that this book will stand out for a long time in any case).

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jm.dempsey@tamuc.edu Office hours: Catalog description: A survey course in advertising as one aspect of promotion.

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