

Adland A Global History Of Advertising Mark Tungate

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Book review: Adland: A Global History of Advertising by Mark Tungate The advertising industry has always seemed to me like an older brother to public relations. The cooler, smarter, wealthier older brother driving the fast car, playing the cool music and hanging with the fashionable crowd.

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Tungate, Mark, Adland: A Global History of Advertising, 2nd edn, Kogan Page, London, 2013, ISBN 9 7807 4946 4318, 272 pp., 24.99 [pounds sterling]. Distributor: Footprint Books. In this book, British French-based journalist, Mark Tungate, attempts to explain the history of global advertising by presenting the stories of some of the key people who helped advertising become a major industry across the world.

Tungate, Mark, Adland: A Global History of Advertising ...

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