

# A HISTORY OF ADVERTISING

## THE FIRST 300,000 YEARS

JEF I RICHARDS

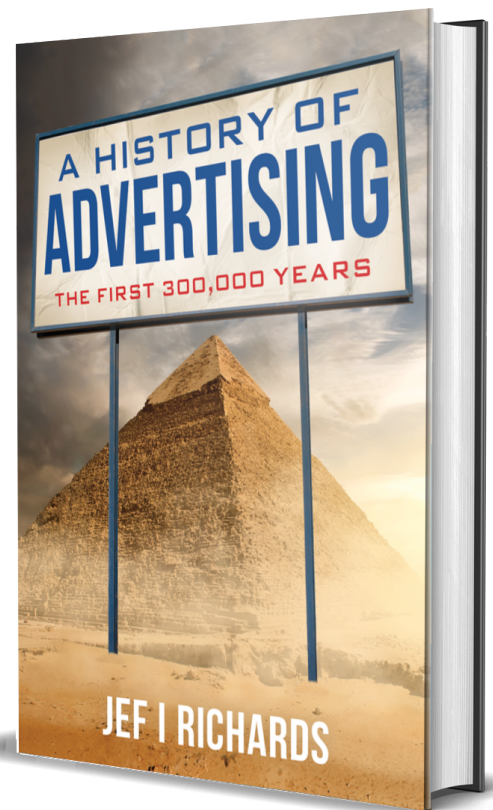
"Most people practicing advertising today care little about what came before. They only care about today. Yet, to quote Soren Kierkegaard "Life can only be understood looking backwards: but it must be lived forward". So do yourself a favor, take a long backward look with Jef and become better prepared for today, and tomorrow."

—Rick Boyko, retired, Co-President, CCO, Oglivy North America and  
Director/Professor VCU Brandcenter

Advertising has always been a uniquely influential social force. It affects what we buy, what we believe, who we elect, and so much more. We tend to know histories of other massive social forces, but even people working in advertising often have a tenuous grasp of their field's background.

This book slices advertising's history into a smörgåsbord of specific topics like advertising to children, political advertising, people's names as advertisements, 3D advertising, programmatic buying, and so much more, offering a synopsis of how each developed and the role it played in this discipline. In doing so, many firsts are identified, such as the first full-page color magazine advertisement, and the first point-of-purchase advertisement. This book also reaches back farther in search of the earliest advertisements, and it tells the story of the variety of techniques used by our ancestors to promote their products and ideas.

Part textbook, part reference, the book is an advertising museum in portable form suitable for all levels of students, scholars, and arm-chair enthusiasts.



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