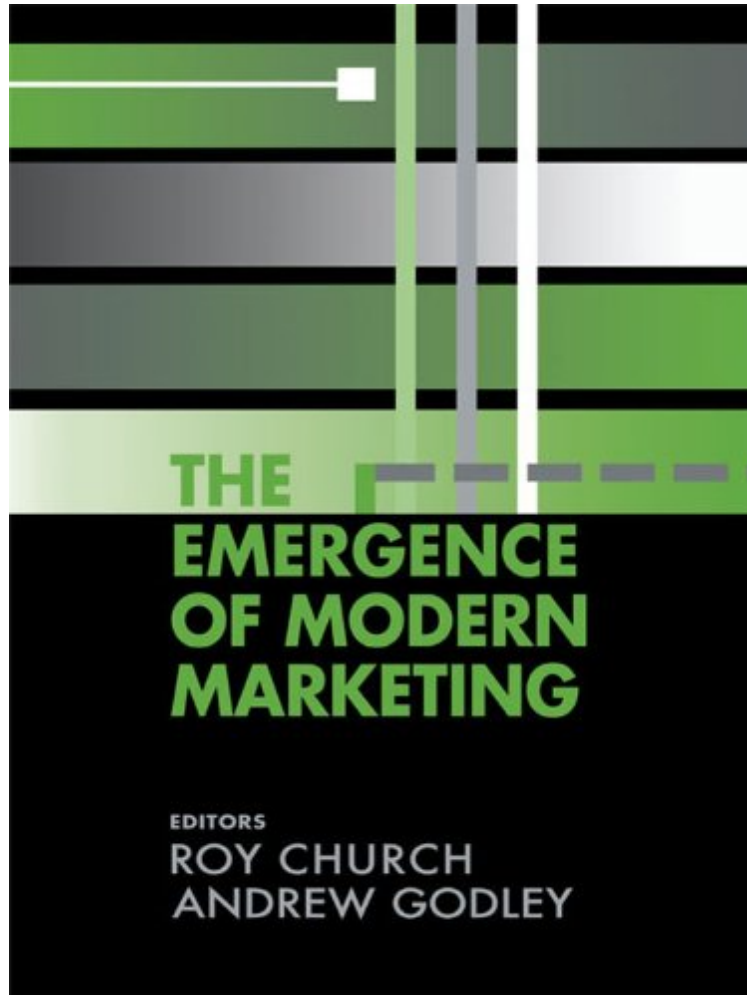


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The Emergence of Modern Marketing

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Modern marketing and advertising deeply influence the way we in which perceive the world and define our identity. Yet many of today's marketing and advertising practices are themselves products of earlier times. The development of brands, of advertising techniques and modern retailing are all associated with economic and business development of earlier periods. This collection of essays considers the emergence of modern marketing by examining product differentiation and brand creation, distribution and retailing strategies as well as advertising in a range of case studies covering the United States, Continental Europe and the United Kingdom. It highlights important innovations in marketing whilst underlining some surprising continuities, and is a valuable reference for undergraduate and

postgraduate students of marketing and advertising.

"This is an important and thought-provoking book. Vego's book is a substantial contribution...one that can be recommended."-James Goldrick, Australian Defense Force Academy, "International Journal of Maritime History"
About the Author Roy Church is the (Emeritus) Professor of Economic and Social History at the University of East Anglia. Andrew Godley is the Director of the Centre for International Business History, University of Reading.