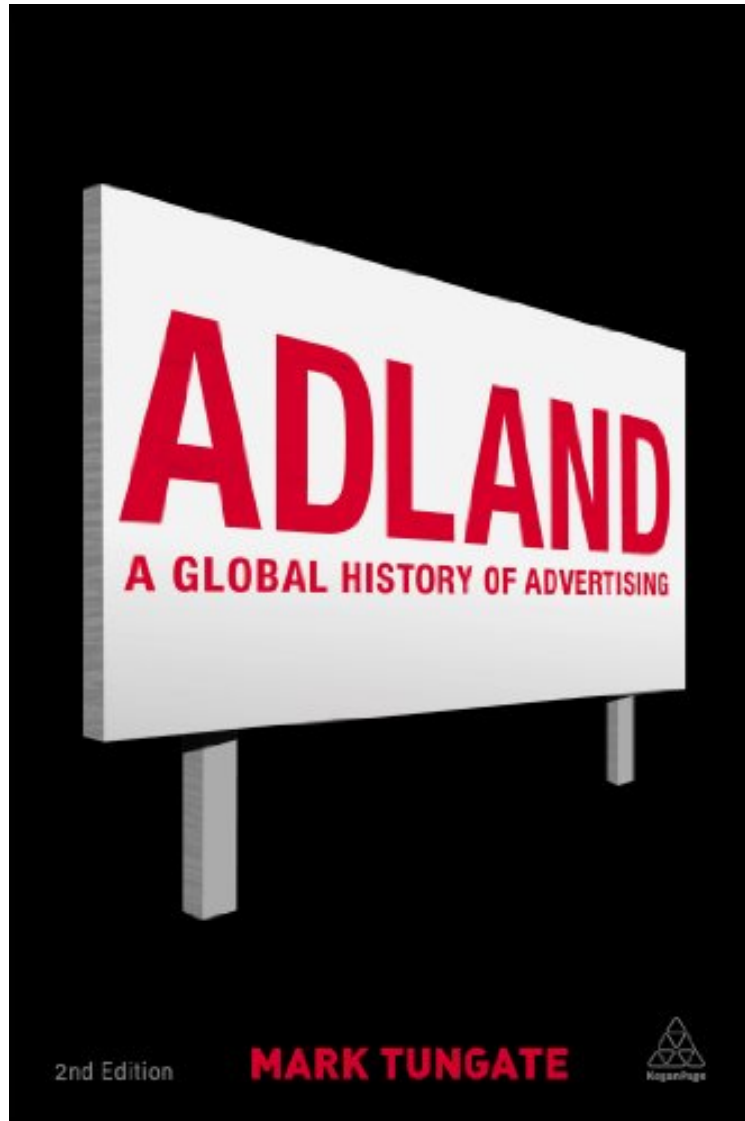


Adland: A Global History of Advertising

Mark Tungate

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Mark Tungate : Adland: A Global History of Advertising before purchasing it in order to gauge whether or not it would be worth my time, and all praised Adland: A Global History of Advertising:

2 of 2 people found the following review helpful. Icons IconoclastsBy Jeffrey SwystunDisclaimer! :) I am currently Chief Communications Officer at DDB, one of the agencies featured in Tungate's effort. But let me say that I would have enjoyed this history even if my pay stub came from somewhere else. It is more a history of the icons and iconoclasts that established the profession while building enduring businesses whose influence is undisputed. As Tungate states, "In roughly chronological order, it endeavours to cover the most famous agencies, the best-known personalities, and the most compelling themes." At the very least the book will help you sort out the agency acronyms

rife in the industry: DDB, JWT, TBWA, YR, BBDO - comedian Fred Allen famously observed that the name BBDO sounded like "a steamer trunk falling down a flight of stairs". Given it was penned in 2007, aspects have already become dated given the global recession, the rise of social media, consumer sophistication and control, and many other factors that the industry is both leading and responding to. And perhaps that was the most valuable insight in reading the book, the communications and advertising industry has always faced incredible business and market challenges. Some of the issues that have been around historically are still encountered today: boutiques versus networks, client conflicts, mercurial creatives, and return on investment which may be endemic and the cost of doing business. The book really comes alive in its coverage of the greats who live up to the observation that "creative organizations are led by formidable individuals", they include:- John E. Powers, described by Advertising Age as "the father of creative advertising"- Albert Lasker who developed a "copywriting school" and is the subject of the recent book, "The Man Who Sold America: The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century"- Rosser Reeves, the originator and proponent of the Unique Selling Proposition- J. Walter Thompson, "The Commodore", who created the account executive role and more- David Ogilvy, who said, "when Fortune wrote an article about me and titled it "Is David Ogilvy a genius?" I asked my lawyer to sue the editor for the question mark"- Bill Bernbach, the creative revolutionary who wrote a famous letter to his one-time bosses at Grey. "I'm worried that we're going to worship techniques instead of substance... There are a lot of great technicians in advertising... But there's little rub. Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art... Let us blaze new trails. Let us prove to the world that good taste, good art, good writing can be good selling." He took that zeal and formed DDB- Leo Burnett, with his trademark pencils and apples brought Tony the Tiger, the Jolly Green Giant and the Pillsbury Doughboy to the world. Tungate covers the world with the Saatchi saga, BBH, Euro RSCG, and the giant Dentsu. Also illuminating is the birth of Omnicom (orchestrated brilliantly by Keith Reinhard and Allen Rosenshine) and the other large holding companies like WPP and Publicis that collectively house so many great companies brought to life in this history. Great campaigns, brands, and ideas are here too and spark my only criticism in that they are not covered in the detail necessary to give them justice. The author signs off with prescience in 2007, "What makes advertising so fascinating right now is that nobody really knows how it will evolve. Many of the agencies described in these pages can still be looked upon as role models; others are museum pieces. Advertising's future will not resemble its past. Experts are busy tracking increasingly slippery consumers and mapping their behavior, but their findings always come with a question mark attached. For sure there will be mobile phones and the internet and screens everywhere, but how will these intersect and interact? The picture is far from clear. The word 'communication' covers such a vast territory that it almost defies definition. Psychologists, sociologists, anthropologists, musicologists, technology wizards and gaming enthusiasts ...any or all of them might have a role to play at a modern agency." Ad Land is a fun and fast read that captures a still incredibly young industry. 0 of 0 people found the following review helpful. BETTER THAN I EXPECTED By Lowell "RaceMan" Thompson As a recovering adman, I was pleasantly surprised by the scope of this book. Unlike everything else I've seen, it actually does attempt to hit the highlights of advertising agencies world wide. Usually these types of books wind up being heavily about only one nation or thinly veiled portfolios of the adfolks or agencies that wrote or sponsored them. This guy seems to be more of a real journalist. Even though biased toward the industry, he maintains a less boosteristic (not a word? It is now) approach. My only complain is because I bought the book used, I didn't get the dust jacket with it. I run a blog called "Buy The Cover" and I like the simple boldness of the cover - even though I think a better title would have been "Ad World". (...) 1 of 1 people found the following review helpful. WOW By MiCol Chan wonderful book to know so many STORIES

Adland is a ground-breaking examination of modern advertising, from its origins and evolution to the current advertising landscape. Bestselling author and journalist Mark Tungate examines key developments in advertising, from copy adverts, radio and television, to the opportunities afforded by the explosion of digital media and then interviews leading names in advertising today, including Jean-Marie Dru, Sir Alan Parker, Sir John Hegarty and Sir Martin Sorrell, as well as 20th century industry luminaries such as Phil Dusenberry and George Lois. Exploring the roots of the advertising industry in New York and London, from Hopkins and Lasker to the Mad Men of the 50s, Tungate then covers today's big communication groups and the emerging markets of Eastern Europe, Asia and Latin America. Adland offers a comprehensive examination of a global industry and suggests ways in which it is likely to develop in the future.

"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."