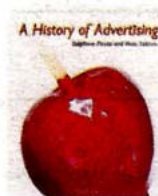


# A HISTORY OF ADVERTISING By Stephane Pincas and Marc Loiseau



TASCHEN, £24.99

This could well be the sexiest, meatiest and most desirable coffee table book to come out all year. It's Taschen at its finest, a heavy tome crammed with glossy pages telling the surprisingly lengthy story of advertising through pictures and neat little captions. Sections are arranged by decades, taking an aesthetically pleasing tour through the legendary campaigns of the industry's modern history.

Think cigarettes aplenty ("I'd walk a mile for a Camel" is a stroll and a half down memory lane), ads for cleaning products reliant on crude depictions of black people (America's history of racism speaks loud and clear through throughout) and pretty much every other icon of recent history.

ZS