



A History of Advertising
Stéphane Pincas and Marc Loiseau



BIG SELL: Ever since the first agency was formed in Philadelphia in 1842, the world of advertising has created many cultural icons. In their book **A HISTORY OF ADVERTISING** (Taschen, £24.99), industry veterans Stéphane Pincas and Marc Loiseau tell the story of many legendary campaigns and brands, including this 1956 Coca Cola ad, which marked the end for realist illustrations and the beginning of the era of commercial photography.