

A History of Advertising

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The first time that the term 'advertising agency' was used dates back to 1842, when Volney B. Palmer created his agency in Philadelphia, US. Widely considered to represent the birth of modern advertising, this date marks the beginning of a creative industry that has transformed many commercial works into cultural icons.

Divided into sections by decades, this book explores the legendary campaigns and brands of advertising's modern history, with specific anecdotes and comments on the importance of every campaign. You will find the picture of the camel that originated the Camel pack, the first Coca Cola ad, and even how artworks by masters such as Picasso and Magritte have been used in advertising.

