



## The Advertising Age Encyclopedia of Advertising (Three Volume Set)

By John McDonough, Karen Egolf

Download now

Read Online 

### The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf

For a full list of entries and contributors, a generous selection of sample entries, and more, visit the *The "Advertising Age" Encyclopedia of Advertising* website.

Featuring nearly 600 extensively illustrated entries, *The Advertising Age Encyclopedia of Advertising* provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

 [Download The Advertising Age Encyclopedia of Advertising \(T ...pdf](#)

 [Read Online The Advertising Age Encyclopedia of Advertising ...pdf](#)

# The Advertising Age Encyclopedia of Advertising (Three Volume Set)

By John McDonough, Karen Egolf

**The Advertising Age Encyclopedia of Advertising (Three Volume Set)** By John McDonough, Karen Egolf

For a full list of entries and contributors, a generous selection of sample entries, and more, visit the *The "Advertising Age" Encyclopedia of Advertising* website.

Featuring nearly 600 extensively illustrated entries, *The Advertising Age Encyclopedia of Advertising* provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

## **The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf Bibliography**

- Sales Rank: #1955432 in Books
- Brand: Brand: Fitzroy Dearborn
- Published on: 2002-11-22
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 3
- Dimensions: 11.00" h x 8.75" w x 3.50" l, 13.45 pounds
- Binding: Hardcover
- 2000 pages

 [Download The Advertising Age Encyclopedia of Advertising \(T ...pdf](#)

 [Read Online The Advertising Age Encyclopedia of Advertising ...pdf](#)

**Download and Read Free Online The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf**

---

## **Editorial Review**

From [Booklist](#)

\*Starred Review\* This comprehensive reference source takes a broad look at the advertising industry. Its focus is primarily historical because, as the editors point out, "much of advertising's past remains buried, reported only in rare press accounts and other primary sources." Included are profiles of 120 ad agencies from around the world, 80 of them contemporary. Also covered are 40 U.S. agencies of historic interest that have either merged with other entities or gone out of business. In many cases, the encyclopedia provides an agency's first formal written history.

In addition to the agency histories, one finds entries for advertisers, brands, and campaigns (*Airlines; Geritol; Kraft Foods, Inc.; Yahoo!*); individuals (*Burnett, Leo; Hearst, William Randolph; Packard, Vance*); practical and theoretical aspects of advertising (*Infomercial, Music and jingles, Package design, Psychographics, Targeting*); and social, cultural, and historical issues (*Consumer movement; Cultural symbols; Minorities: Representations in advertising*). There are also 52 entries dealing with the history of advertising in specific countries or regions (*Canada, Middle East*). Ad agency profiles start with brief chronologies of key dates and alphabetical lists of major clients. Advertiser profiles include lists of principal agencies. Most entries conclude with a list of further reading. Entry length generally ranges from one to six or seven pages. The set is richly illustrated, and each volume includes a 24-page section of color plates that are cross-referenced from related entries. The hundreds of illustrations, most of which came from the Hartman Center for Sales, Advertising, and Marketing History in Duke University's Rare Book, Manuscript, and Special Collections Library, enhance the usefulness of the volumes and bring the words to life.

The third volume ends with appendixes: "Advertising Hall of Fame," "Notable U.S. Advertising Degree Programs," "Top U.S. Advertising Agencies," "Top U.S. Advertisers," "Top Worldwide Advertising Agencies," and "Top Worldwide Advertisers." A lengthy, detailed index identifies acronyms and provides access by keywords, authors/titles, institutes, companies, individuals, associations, quotes/jingles from commercials, products, and more. The level of detail in the index helps compensate for the lack of *see also* references.

This encyclopedia complements Gale's *Encyclopedia of Major Marketing Campaigns* (2000), which profiles 500 specific advertising efforts (for example, Timex Corporation's "It Takes a Lickin' and Keeps on Tickin'"; Wendy International's "Where's the Beef?"). Well-researched, thorough, and fascinating, it belongs in all business collections and most academic and large public libraries. *RBB*

Copyright © American Library Association. All rights reserved

## Review

"This **remarkably illustrated**, three-volume work **holds considerable worth** for business historians and others... **A rich treasure trove.**" -- *Enterprise & Society*

"This excellent encyclopedia fills a significant gap." -- *Library Journal*, Best Reference Source 2003

"**Well-researched, thorough, and fascinating**, it belongs in all business collections and most academic and large public libraries." -- *Booklist/RBB* (starred review)

"Represents a **milestone** in the scholarly treatment of advertising history... The first thing of its kind..."

**Delightfully** rich detail can be found... **Highly recommended.** Academic, general, and professional readers." -- *Choice*

## **Users Review**

### **From reader reviews:**

#### **Don Numbers:**

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite reserve and reading a publication. Beside you can solve your trouble; you can add your knowledge by the e-book entitled The Advertising Age Encyclopedia of Advertising (Three Volume Set). Try to make book The Advertising Age Encyclopedia of Advertising (Three Volume Set) as your close friend. It means that it can to get your friend when you experience alone and beside that of course make you smarter than ever. Yeah, it is very fortunated to suit your needs. The book makes you much more confidence because you can know everything by the book. So , let me make new experience as well as knowledge with this book.

#### **Fernando Gallimore:**

Inside other case, little folks like to read book The Advertising Age Encyclopedia of Advertising (Three Volume Set). You can choose the best book if you'd prefer reading a book. Providing we know about how is important a book The Advertising Age Encyclopedia of Advertising (Three Volume Set). You can add expertise and of course you can around the world by the book. Absolutely right, since from book you can understand everything! From your country until finally foreign or abroad you will find yourself known. About simple matter until wonderful thing you may know that. In this era, we can easily open a book or maybe searching by internet device. It is called e-book. You can utilize it when you feel bored stiff to go to the library. Let's go through.

#### **Elaine West:**

Information is provisions for individuals to get better life, information today can get by anyone at everywhere. The information can be a knowledge or any news even a huge concern. What people must be consider whenever those information which is inside the former life are challenging to be find than now could be taking seriously which one works to believe or which one the actual resource are convinced. If you get the unstable resource then you have it as your main information there will be huge disadvantage for you. All those possibilities will not happen in you if you take The Advertising Age Encyclopedia of Advertising (Three Volume Set) as the daily resource information.

#### **Michael Grammer:**

Book is one of source of knowledge. We can add our know-how from it. Not only for students and also native or citizen will need book to know the change information of year to year. As we know those textbooks have many advantages. Beside we add our knowledge, may also bring us to around the world. With the book The Advertising Age Encyclopedia of Advertising (Three Volume Set) we can have more advantage. Don't someone to be creative people? Being creative person must like to read a book. Just simply choose the best

book that acceptable with your aim. Don't possibly be doubt to change your life with this book The Advertising Age Encyclopedia of Advertising (Three Volume Set). You can more inviting than now.

**Download and Read Online The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf #Y74TPR9VHEL**

## **Read The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf for online ebook**

The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf books to read online.

## **Online The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf ebook PDF download**

**The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf Doc**

**The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf Mobipocket**

**The Advertising Age Encyclopedia of Advertising (Three Volume Set) By John McDonough, Karen Egolf EPub**