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THE PLACE OF ADVERTISING

Contemporary advertising should be studied from the perspective of the social, cultural, and economic foundations on which modern marketing and promotion are based. Part I offers an historical overview and situates advertising within the sphere of marketing communication.

- **CHAPTER 1** examines how advertising and marketing developed as part of the larger society, especially in regard to the Industrial Revolution, a rising middle class, and the introduction of democratic principles in both politics and economics. The chapter brings to life the personalities and events that created the modern American marketing system.
- **CHAPTER 2** offers an overview of the multitude of channels currently used to reach prospective buyers and demonstrates the ways that advertising and marketing communication are used by advertisers as small as the neighborhood retailer and as large as global multinational corporations.

Kleppner Advertising Study Guide

Otto Kleppner



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