



Adland: A Global History of Advertising

Mark Tungate

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Adland is a groundbreaking examination of modern advertising, from its early origins, to the evolution of the current advertising landscape. Bestselling author and journalist Mark Tungate examines key developments in advertising, from copy advertisements, radio and television, to the opportunities afforded by the explosion of digital media.

Adland focuses on key players in the industry and features exclusive interviews with leading advertising veterans, including Jean-Marie Dru, Sir Alan Parker, John Hegarty and Sir Martin Sorrell, as well as industry luminaries from the 20th Century such as Phil Dusenberry and George Lois. This new edition is updated to include a new preface, a revised introduction and touches on the effects of the current recession, the impact of recent digital technology and thoughts on the future of advertising.

Exploring the roots of the advertising industry in New York and London, and going on to cover the emerging markets of Eastern Europe, Asia and Latin America, *Adland* offers a comprehensive examination of a global industry and suggests ways in which it is likely to develop in the future.

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