



The Emergence of Modern Marketing

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Modern marketing and advertising deeply influence the way we in which perceive the world and define our identity. Yet many of today's marketing and advertising practices are themselves products of earlier times. The development of brands, of advertising techniques and modern retailing are all associated with economic and business development of earlier periods.

This collection of essays considers the emergence of modern marketing by examining product differentiation and brand creation, distribution and retailing strategies as well as advertising in a range of case studies covering the United States, Continental Europe and the United Kingdom. It highlights important innovations in marketing whilst underlining some surprising continuities, and is a valuable reference for undergraduate and postgraduate students of marketing and advertising.

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