



The Advertising Age Encyclopedia of Advertising (Three Volume Set)

By John McDonough, Karen Egolf

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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.

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Editorial Review

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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*

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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*

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