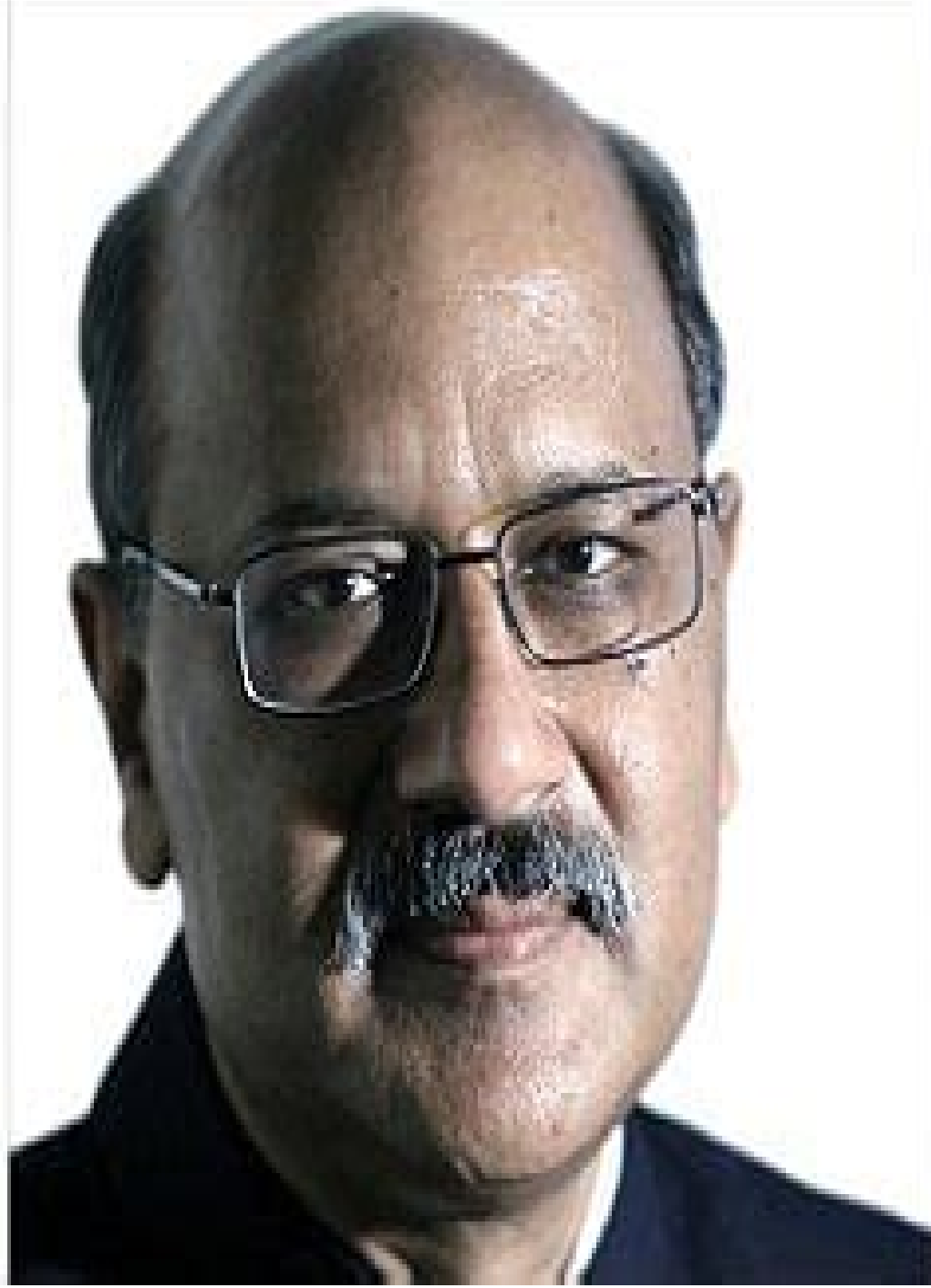




The Making Of Advertising Gleanings From Subhas Ghosal

Thomas Blaine Stanley



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Nawabs, Nudes, Noodles Ambi Parameswaran, 2016-05-16. This is as much the story of Indian advertising as it is about India. Ad veteran Ambi Parameswaran looks at how advertising has evolved, reflecting the country's culture, politics and economy in the last fifty years. From sartorial taste and food habits to marriage and old age, music and language to celebrities and censorship, Ambi examines over a hundred ads to study how the Indian consumer has changed in the past five decades and how advertising and society have shaped each other. Combining anecdote and analyses to give us a slice of modern history, Ambi evaluates the relationship between affluence, aspiration and desire in India. Exploring trends and impacts, he covers the ads that captured the imagination of the entire country. From Only Vimal and Jai Jawan Jai Kisan to Jo biwi se kare pyaar and the controversial Tuffs shoes campaign, the book is a memorable journey through brands, consumers and the world of advertising. **Advertising - Concepts And Cases** - V. Parthasarathy, 2004-04-15. The book focuses on concepts of Advertising and what the Father of Indian advertising Subhas Ghosal says. How to treat the customer, the place of humour in advertising, targeting ads to children and adapting advertisements to the right media are explored. **Advertising Production Methods** Albert W. Dippy, 1929 **A History of Advertising** Jef I Richards, 2022-05-15. Advertising has always

been a uniquely influential social force It affects what we buy what we believe who we elect and so much more We tend to know histories of other massive social forces but even people working in advertising often have a tenuous grasp of their field's background This book slices advertising's history into a smorgasbord of specific topics like advertising to children political advertising people's names as advertisements 3D advertising programmatic buying and so much more offering a synopsis of how each developed and the role it played in this discipline In doing so many firsts are identified such as the first full page color magazine advertisement and the first point of purchase advertisement This book also reaches back farther in search of the earliest advertisements and it tells the story of the variety of techniques used by our ancestors to promote their products and ideas Part textbook part reference the book is an advertising museum in portable form suitable for all levels of students scholars and arm chair enthusiasts Please note that the hardback and eBook formats of this book feature full color printing The paperback is grayscale *The Technique of Advertising Production* Thomas Blaine Stanley, 1964

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