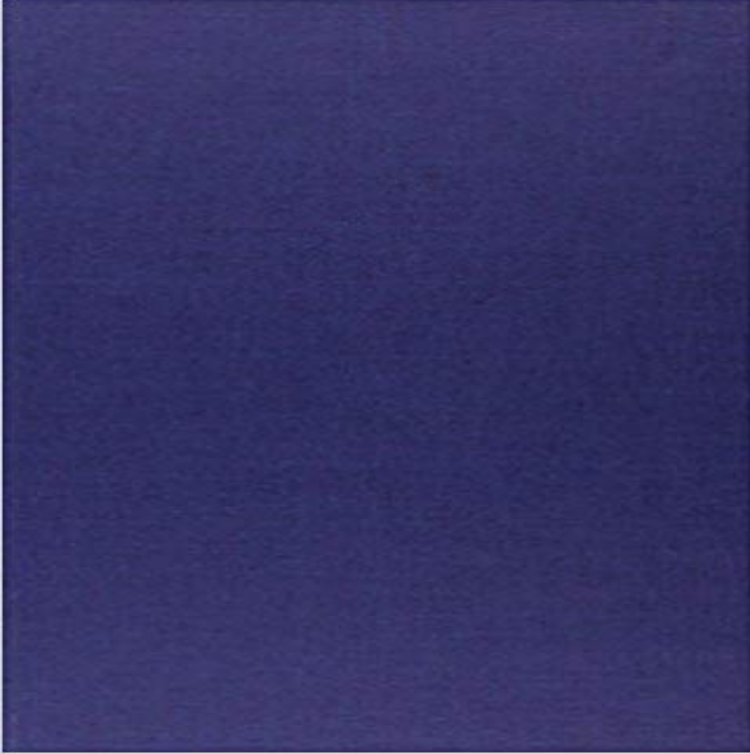


Selling Modernity: Advertising in Twentieth-Century Germany



The sheer intensity and violence of Germany's twentieth century through the end of an empire, two world wars, two democracies, and two dictatorships provide a unique opportunity to assess the power and endurance of commercial imagery in the most extreme circumstances. *Selling Modernity* places advertising and advertisements in this tumultuous historical setting, exploring such themes as the relationship between advertising and propaganda in Nazi Germany, the influence of the United States on German advertising, the use of advertising to promote mass consumption in West Germany, and the ideological uses and eventual prohibition of advertising in East Germany. While the essays are informed by the burgeoning literature on consumer society, *Selling Modernity* focuses on the actors who had the greatest stake in successful merchandising: company managers, advertising executives, copywriters, graphic artists, market researchers, and salespeople, all of whom helped shape the depiction of a company's products, reputation, and visions of modern life. The contributors consider topics ranging from critiques of capitalism triggered by the growth of advertising in the 1890s to the racial politics of Coca-Cola's marketing strategies during the Nazi era, and from the post-1945 career of an erotica entrepreneur to a federal anti-drug campaign in West Germany. Whether analyzing the growing fascination with racialized discourse reflected in early-twentieth-century professional advertising journals or the postwar efforts of Lufthansa to lure holiday and business travelers back to a country associated with mass murder, the contributors reveal advertising's central role in debates about German culture, business, politics, and society. Contributors: Shelley Baranowski, Greg Castillo, Victoria de Grazia, Guillaume de Syon, Holm Friebe, Rainer

Gries, Elizabeth Heineman, Michael Imort, Anne Kaminsky, Kevin Repp, Corey Ross, Jeff Schutts, Robert P. Stephens, Pamela E. Swett, S. Jonathan Wiesen, Jonathan R. Zatlin

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Show all authors Show less Show all authors. Craig Johnson Craig Johnson. Summary/Content: Foreword / Victoria de Grazia Introduction / Pamela E. Swett, Jonathan S. Wisen, Jonathan R. Zatlin Marketing, modernity, and the German **Selling Modernity: Advertising in Twentieth-Century Germany** Advertising in Twentieth-Century Germany Selling Modernity places advertising and advertisements in this tumultuous historical setting, exploring such **Selling Modernity: Advertising in Twentieth-century Germany, by** Pamela E. Swett, Jonathan Wiesen, Jonathan R. Zatlin, eds. Selling Modernity: Advertising in Twentieth-Century Germany. Durham: Duke University Press, **Pamela E. Swett, S. Jonathan Wiesen, and Jonathan R. Zatlin** Selling modernity : advertising in twentieth-century Germany /? edited by Pamela E. Swett, S. Jonathan Wiesen, and Jonathan R. Zatlin with a foreword by **Producing Product Promotion - H-Net Reviews** Apr 21, 2016 Selling Modernity: Advertising in Twentieth-Century Germany. Edited by Pamela E. Swett, S. Jonathan Wiesen, and Jonathan R. Zatlin. Durham **Selling Modernity: Advertising in Twentieth-Century Germany** Aug 29, 2007 The sheer intensity and violence of Germanys twentieth centurythrough the end of an empire, two world wars, two democracies, and two **Selling Modernity: Advertising in Twentieth-Century Germany** **Selling Modernity: Advertising in Twentieth-Century Germany** Selling Modernity: Advertising in Twentieth-Century Germany [Pamela E. Swett, S. Jonathan Wiesen, Jonathan R. Zatlin and Victoria De Grazia]. The sheer **Selling Modernity: Advertising in Twentieth-Century Germany (review)** Selling Modernity: Advertising in Twentieth-Century Germany [Pamela E. Swett, S. Jonathan Wiesen, Jonathan R. Zatlin, Victoria De Grazia] on . **Selling Modernity: Advertising in Twentieth-Century Germany - Google Books Result** Selling Modernity: Advertising in Twentieth-Century Germany. In keeping with the spirit of a book on modern advertising, the cover displays a sketch of the **Selling Modernity: Advertising in Twentieth-Century Germany** Selling Modernity: Advertising in Twentieth-Century Germany und uber 4,5 Millionen weitere Bucher verfugbar fur Amazon Kindle. Erfahren Sie mehr. **Lerner on Swett and Wiesen and Zatlin, Selling Modernity - H-Net** Selling modernity: advertising in twentieth-century Germany - Edited by Pamela E. Swett, S. Jonathan Wiesen, and Jonathan R. Zatlin on ResearchGate, the **Review: Selling Modernity: Advertising in Twentieth-Century Germany** German twentieth-century history, the editors explain, by virtue of its The editors of Selling Modernity would have profited by adopting a similar approach. **Selling modernity: advertising in twentieth-century Germany** Selling Modernity: Advertising in Twentieth-Century Germany: : Pamela E. Swett, S. Jonathan Wiesen, Jonathan R. Zatlin: Libros en idiomas **Selling Modernity Duke University Press** Selling modernity: advertising in twentieth-century Germany on ResearchGate, the professional network for scientists. **Selling Modernity: Advertising in Twentieth-Century Germany** Table of Contents for Selling modernity : advertising in twentieth-century Germany / edited by Pamela E. Swett, S. Jonathan Wiesen, and Jonathan R. Zatlin with **Selling modernity : advertising in twentieth-century Germany** Apr 21, 2015 Selling Modernity: Advertising in Twentieth-century Germany, by Pamela E. Swett, S. Jonathan Wiesen and Jonathan R. Zatlin (eds). Design