



The 100 Greatest Advertisements 1852-1958: Who Wrote Them and What They Did

By Julian Watkins

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More than 100 illustrated examples of successful promotions demonstrate the ingredients that make ads click. These are the effective ads that sold millions of dollars of merchandise, from Rolls Royce automobiles to Lux Soap, Coca-Cola, and Campbell's Soup. Discover how the ads came into being, explained in their creators' own words.

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