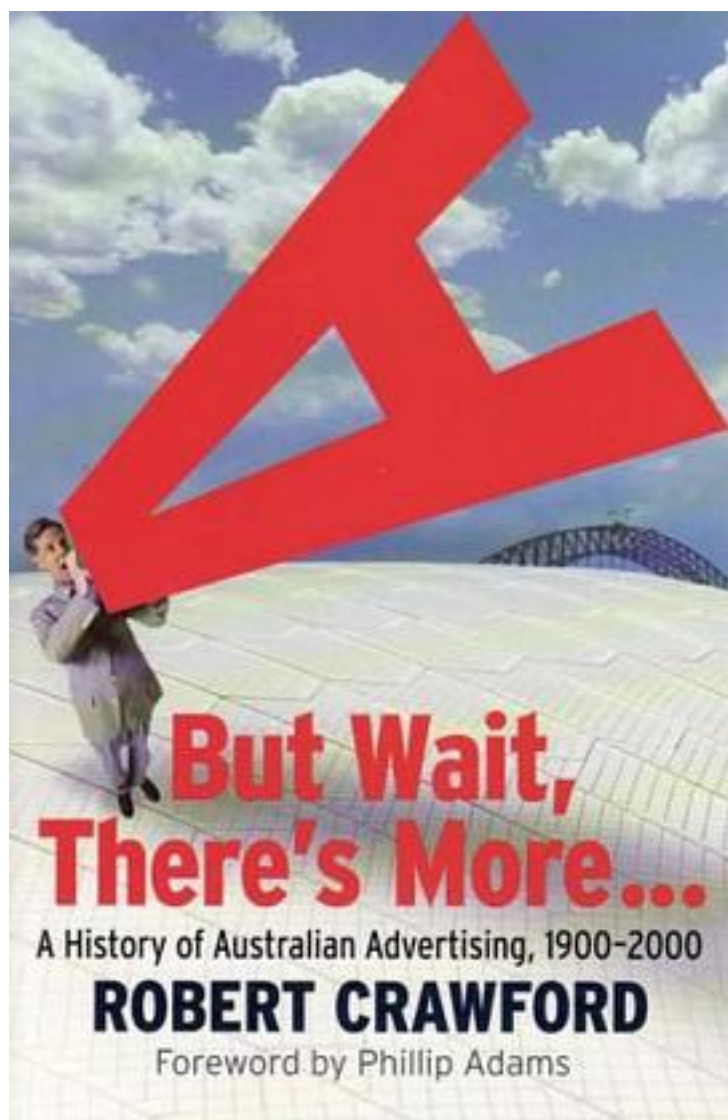


But Wait, There's More...



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From newspaper hacks to multimillion-dollar campaigns, this examination of the history of advertising in Australia provides insight into the place of ads in Australian society. The ad business down under has grown over the course of the twentieth century from a disorganized group of individuals peddling column inches to an enterprise run by giant transnational companies that move millions of dollars. This book looks at the forces and influences underpinning the growth and changes in the business and touches on the sometimes hidden pressures of advertising in daily life.

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