
Pachet cărți Centrul de Studii Americane

I.D.: 43976169

Data publicarii	12.09.19	Coduri CPV	22110000-4
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Pretul estimativ: 180,95 RON - 180,95 RON

Descriere: Titlu: Globalizing Ideal Beauty: Women, Advertising, and the Power of Marketing ISBN 9781137021007 Descriere: Globalizing Ideal Beauty is the forgotten history of a group of women copywriters whose successful ad campaigns went international in the 1920s and spread an American notion of feminine appeal from Bangor to Bangkok. This timely work explores how working women had - and continue to have - major influence in business around the world. Sutton's approach is grounded in a huge body of original archival research that has so far remained largely untapped.
