

A History of Historical Studies in Marketing: Tracing the Evolution of Insights

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Abstract

This paper presents an outline of the records of historic research in marketing, tracing its evolution and highlighting key contributions that have fashioned the field. The have a look at explores how ancient studies has developed over time, from its early beginnings to its modern kingdom, and identifies primary issues and methodologies that have emerged.

The origins of historical studies in advertising can be traced again to the mid-20th century when pupils started spotting the importance of understanding the historic context in which advertising practices and techniques evolved. to begin with, historical studies in advertising centered on documenting and analyzing the evolution of advertising strategies, customer behavior, and marketplace dynamics. but, as the sphere matured, researchers started incorporating interdisciplinary processes and drawing insights from diverse social sciences, which include sociology, anthropology, and psychology.

This study identifies several crucial intervals and milestones within the history of ancient studies in advertising and marketing. It discusses the emergence of case research as a famous studies method, the adoption of archival research and oral records interviews, and the multiplied awareness on cultural and contextual analyses. The effect of technological improvements on historical studies in advertising, which include the digitization of ancient information and the provision of huge statistics, is likewise explored.

Furthermore, the paper highlights the contributions of influential researchers who've formed the sphere, along with their tremendous studies and methodologies. It discusses the influential paintings of advertising and marketing historians like Robert Bartels, Stanley Hollander, and William D. Wells, among others.

Finally, the paper addresses present day developments and future directions in ancient studies in marketing, along with the developing interest in the history of branding, the position of historic research in knowledge market disruptions and innovations, and the need for extra comparative and worldwide perspectives.

Key words: innovations; I researchers; branding; marketplace disruptions; advertising; evolution; technological improvements

Introduction

The purpose of this study was to examine ancient marketing studies. Due to space limitations, this review is a chronicle of what has been posted about ancient studies in advertising rather than a critical historical evaluation, with a bit of luck imparting the reader with a road map to similarly study historic topics of the hobby. pupils in an extensive variety of disciplines have published ancient studies about advertising and have completed so in diverse courses, many outside what might be considered the 'advertising literature.' In addition to some average frequencies of e-books suggested in this introduction, this review has centered mostly on ancient studies published in advertising periodicals and books. The subject of advertising and marketing emerged early in the twentieth century as a department of carried-out economics strongly influenced by

the German historical college and its offspring, the American Institutional faculty (Jones and Monieson, 1990, [1]. Accordingly, from its beginning, the instructional study of advertising and marketing was motivated by the aid of an ancient perspective. However, for economists reading advertising on the flip of the twentieth century, history was a method to stop as opposed to an end in itself. Marketing economists in that era studied the histories of marketing practices carried out in industries and by way of firms to discover advertising capabilities and ideas. The earliest college publications in advertising in North American have been taught in 1902/03 whilst the universities of Illinois, Michigan, and California offered

The first course is called distribution (Bartels, 1962, [2]. The term 'marketing' turned into used by economists in a manner regular with modern practice as early as 1897 (Bussiere, 2000, [3] and gradually changed 'distribution'. A handful of well-known advertising texts were published in 1920 (communicate, 1933) and the first scholarly journals on the problem appeared in the mid-1930s, merging to form the Magazine of Marketing in 1936 (Witkowski, 2007,[4]. Their sponsoring institutions, the Yank Advertising Society and the National Association of Marketing Teachers, additionally merged to shape the American Marketing Association on 1 January 1937. because the advertising discipline crystallized within the Thirties, pupils commenced to reflect on their historical past and published what today is taken into consideration as a number of the earliest ancient studies in advertising. With some exceptions, ancient research on advertising and marketing and marketing-associated subjects is carried out via two distinct groups of scholars: marketing professors running in enterprise schools, and commercial enterprise records professors who, for the maximum part, paintings in history departments. Again, with some exceptions, these groups tend to offer their paintings at one-of-a-kind instructional conferences and put them up in distinct journals; at some point in this bankruptcy, we will pay attention in most cases, but not solely, to the work of advertising historians publishing in advertising periodicals in addition to books. Advertising historians normally recognize two overlapping, but extraordinarily awesome, general fields inside historic research in marketing – 'advertising and marketing history,' and the 'records of the marketing concept.' However, advertising records are not always limited to the histories of marketing, retailing, channels of distribution, product design and branding, pricing techniques, and intake behavior, all studied from the perspective of businesses, industries, or even complete economies. The history of advertising and marketing ideas examines ideas, principles, theories, and schools of advertising notions, along with the lives and instances of advertising and marketing thinkers. This includes biographical studies, in addition to the histories of establishments and associations concerned about the improvement of the advertising discipline. These fields or classes of ancient research provide one of the most important organizing issues for bankruptcy. The alternative subject of the route is chronology.

The records of historical research in advertising are divided into three eras: (1) 1930–1959, (2) 1960–1979, and (3) 1980–gift. Periodization in this situation is driven by turning- factors in the material being reviewed (Hollander et al., 2005, [5], tendencies that befell all through the early 1960s and early 1980s. As distinct, advertising and marketing records as records began to be published at some point in the early 1930s. The 1960s noticed a decline in hobbies in ancient research by advertising and marketing scholars, probably driven by growing pragmatism in commercial enterprise education at some stage in that time. Nevertheless, the scope and rigor of men's or women's works posted after 1960 improved appreciably over in advance studies. At some stage in the early 1980s, some of the specialized conferences, collections of readings, and special troubles of periodicals fuelled a dramatic growth of hobbies in historical studies in advertising. This increase in hobbies is illustrated in Table 3.1 which shows the cumulative range of publications on historical studies in marketing with the aid of decade because 1930, as listed in the Google Scholar database. This database includes peer-reviewed papers, theses, books, abstracts, and articles from educational publishers, professional societies, reprint repositories, universities, and various scholarly organizations. Using the search phrases 'marketing history, retailing history' (with 'marketing history' excluded to avoid double counting), 'marketing history' (again, 'marketing history' excluded), and 'history of marketing thought yielded a cumulative 1,678 publications in marketing research from 1930 to May 2009. These searches probably understate the amount of publishing activity in historical marketing research, since some authors undoubtedly do not use those phrases in their published work. For example, during the 1930s and the 1940s, there were several studies published in the Journal of Marketing about the origins of the marketing discipline that did not appear in these searches of the Google Scholar database. Of course, not all the publications counted in Table 3.1 were reviewed for this study. The relatively small number of publications in the 1970s is manageable. However, as Table 3.1 indicates, since 1980, and especially during the past decade, there has been a dramatic growth in publication activity in this field. For the more recent period, this review is more selective, focusing on major publications in the marketing periodical literature as well as the most relevant books.

Search Phrase	Up to:	1930	1940	1950	1960	1970	1980	1990	2000	2009
Retailing history		0	0	2	5	7	17	38	77	147
Advertising history		3	5	8	12	21	67	151	315	553
Marketing history		1	5	6	8	19	33	117	342	837
History of marketing thought		0	0	0	0	1	4	17	49	141
Total		4	10	16	25	48	121	323	783	1,678

Note: All data are end-of-decade count

Source: Google Scholar, accessed 9 June 2009

Table 3.1 Cumulative volume of publications in historical research in marketing, 1930–2009

Recording the statistics: 1930–1959

the first scholarly advertising journal, The Journal of Retailing, the American Marketing and marketing magazine, and the countrywide advertising evaluation,

Started publication in 1925, 1934, and 1935 respectively, with the ultimate merging in 1936, to shape advertising and marketing magazines. The sponsoring companies for the two determined journals, Yankee Advertising and Marketing

Society and the countrywide affiliation of Advertising and marketing instructors, merged in 1937 to form the American Marketing Association (AMA). these developments furnished an important impetus for historic work as they brought about reflection on the origins and development of the advertising and marketing subject. at the identical time, the magazine of advertising supplied a specialized outlet for the booklet of such historical reflections. therefore, starting in the early 1930s, several attempts have been made to place matters in the file.

History of Marketing Thoughts

From the early 1930s to the overdue 1950s historic research in advertising and Marketing turned into dominated with the aid of the observation of advertising and Marketing thoughts. at some point in this era, attention became targeted on tracing the earliest literature (Applebaum, 1947, 1952; Bartels, 1951; Converse, 1933, 1945; Coolsen, 1947; Maynard, 1951, [6-11] and marketing publications taught in American universities (Bartels 1951; Hagerty 1936; Hardy 1954; Litman 1950; Maynard 1941. Weld, [12-16] The earliest ancient take a look at included in this evaluation Become Speaks 1933 'the first decade of marketing literature' posted in the NATMA Bulletin. converse's article becomes ordinary in its try to become aware of Historically, sizeable activities. In his opinion, the first modern books on Advertising were Nystrom's (1915, [17] Economics of Retailing and A.W. Shaw's (1915, [18] Problems in Marketplace Distribution.

Other early historical studies focused on individuals and organizations that pioneered the development of the discipline (Agnew, 1941; Bartels, 1951; Converse, 1959, [19-20]. A series of 23 biographical sketches published in the Journal of Marketing between 1956 and 1962 was later reprinted as a collection edited by Wright and Dimsdale 1974,[21]and subsequently reprinted along with other, more recent biographies of other pioneer marketing scholars in Tadjewski and Jones (2008). Bartels' (1951) article titled 'Influences on the development of marketing thought, 1900-1923' was seminal in its attempt to go beyond a simple chronicle of 'firsts.' It drew upon numerous interviews with pioneer scholars to examine some of the sources of early marketing ideas. Bartels article was also the most ambitious historical analysis at that time, as it was based on his (1941) doctoral dissertation at Ohio State University, the first such work known. During the 1950s a trend began towards focusing on the history of marketing concepts (Breen, 1959; Kelley, 1956, [22-23] theories (McGarry, 1953) {24}, and schools of thought (Brown, 1951,[25] Cassels (1936, [26] examined the influence of significant schools of economic thought on marketing, but it was not until the 1950s that marketing ideas or concepts were sufficiently developed to warrant a retrospective study. An important collection of such articles was published in 1951 under the title Changing Perspectives in Marketing. It claimed to be one of the few, if not the only, in which a series of papers has been compiled to provide historical treatment and perspective to the development of marketing [thought]' Wales, 1951,[27]. This includes topics such as retailing, sales management, marketing research, and marketing theory. Its contributors were eminent marketing scholars. Most had been recipients of the American Marketing Association's prestigious Paul D. Converse Award. There have been fewer studies conducted throughout this early period on advertising history, most of which targeted the records of retailing and wholesaling (Barger, 1955; Emmet and Jeuck, 1950; Jones, 1936; Kirkwood, 1960; Marburg, 1951; Nystrom, 1951; Phillips, 1935). Barger's (1955, [28-33] ebook titled Distribution's vicinity inside the American economic system due to Fact 1869, tested the changing role of the wholesale and retail sectors in the American economy from 1869 to 1950. It was a unique look at the fee and output of distribution, and the relative importance of wholesale and retail sectors as measured through the share of the labor force engaged in every. Early books on retailing blanketed Hower's (1946),[34] history of the R.H. Macy department store; the well-known classic records of mail-order house Sears, Roebuck, and the employer by using Emmet and Jeuck (1950); and histories of the F.W. Phillips (1935) and Kirkwood (1960) store Woolworth chains. A greater standard of records of advertising and marketing, special each for its scope of the situation be counted and for its breadth of historic attitude, changed into Hotchkiss' (1938),[35] Milestones of advertising and marketing, the usage of the American marketing association's definition of advertising to manual his preference

of topics, Hotchkiss traced what he believed to be the maximum essential steps within the evolution of advertising and marketing returned to ancient Rome and Greece via medieval England to trendy North American practices, specializing in retailing, advertising, and vending. another advertising and marketing record that complemented the Hotchkiss e-book the duration by using that specialize in advertising and marketing practices of the early 20th century was Communicates (1959a) 50 Years of Advertising in Retrospect. This is written as an accomplice to his (1959b) observation of the beginnings of the marketing ideas stated earlier. speak described his marketing history ebook as 'the tale of enterprise and specifically of marketplace distribution as I have seen it and as I have studied it' (1959a: vi). In addition to advertising and marketing practices, along with advertising and merchandising, pricing, and vending, converse defined the changing economic situations and technological traits at some stage in the early twentieth century, which inspired such practices. Throughout this early period, historic studies were incredibly descriptive, as entrepreneurs focused on recording the facts of advertising history and records of an advertising idea. The maximum prolific and perhaps maximum vital contributor in the course of this era changed into Paul D. Speak whose monographs published in 1959 are normal of historical studies in marketing to that factor in time.

Foundations of the new marketing history: 1960-1979

The 1960s became a transition length with fewer, but bold, studies of marketing records and the history of advertising and marketing ideas. Numerous massive works and activities have inspired interest in ancient studies obvious these days. As an example, throughout the early 1960s, successive meetings of the American advertising affiliation featured tracks on ancient studies (Greysen, 1963; Smith, 1964), [36-37]. maximum of the papers supplied at the one's classes known as for greater historical studies and presented justifications for doing such work and, in that way, helped to legitimate subsequent ancient studies. although there was a high-quality decline within the range of guides in periodical literature (Grether, 1976), [38], several critical books have been posted. four books in speedy succession were posted on the history of advertising and marketing concepts (Bartels, 1962; communicate, 1959b; Coolsen, 1960; Schwartz, 1963, [39-40]. A wide-ranging series of work on 17th-, 18th-, and 19th-century advertising and marketing practices was also posted (Shapiro and Doody, 1968), [41]. And subsequently, a cautiously researched, nicely-documented examination of adjustments in American distribution channels in the nineteenth century furnished some basis for later studies of retailing history (Porter and Livesay, 1971),[42]

Converse's (1959b) The Beginnings of Marketing Thought in the United States served as a transition, both in time and in-depth analysis, in the study of the history of marketing thought. One of Converse's students, Frank Coolsen, followed with a dissertation on the marketing ideas of four nineteenth-century liberal economists (Edward Atkinson, David Wells, Arthur Farquhar, and Henry Farquhar), which was published in 1960 under the title Marketing Thought in the United States in the Late 19th Century. According to Coolsen, these four economists presented a comprehensive view of the scope and importance of marketing in the late nineteenth century. However, their work did not have much influence on the early twentieth-century development of the marketing discipline (Jones and Shaw, 2002),[43]. Two other books on the history of marketing thought that complemented each other were Bartels' (1962) Development of marketing thought and Schwartz's (1963) Development of Marketing Theory. Bartels book was essentially a chronology of published literature, university courses, and events that had played a role in the development of marketing thought since 1900. Schwartz was more concerned about

specific marketing theories. His work was a more concentrated and rigorous follow-up to the 1951 collection, edited by Hugh Wales (cited above). In addition to examining the development of well-recognized marketing theories, such as retail gravitation, regional theory, marketing functions, and Alderson's functionalist theory, Schwartz included chapters examining the potential contribution of fields such as social physics and game theory. This may explain why students largely ignored it in the history of marketing thought. Bartels book (1962), on the other hand, was updated twice (1976, 1988) and became a staple reading for many doctoral courses in North America. In addition to these general works, there were few studies on specific concepts and theories during the 1960s. Examples included Hollander's historical analysis of retailing institutions (1960, 1963a, 1966), and historical examinations of marketing management by Keith (1960), Lazer (1965), and LaLonde and Morrison (1967), [44-46] During the 1960s, some researchers integrated marketing history with the history of marketing thought. Such work went beyond the narrower approach of earlier writings by using the history of marketing practices to interpret the development of marketing thought. A good example of this is Hollander's work, cited above, and more recently, his re-examination of the origins of the marketing concept (1986). Hollander's distinctive approach to historical research was deconstructed by Rassuli (1988), [47].

Marketing History

As the marketing field moved away from the conventional institutional and commodity colleges of idea and began to popularize advertising capabilities through managerial techniques, research into advertising records at some point in the 1960s meditated this trend. This protected ancient studies in marketing and advertising (McKendrick, 1960),[48], product innovation (Silk and Stern, 1963,[49] and private selling (Hollander, 1963b, 1964). A huge variety of marketing records, especially in financial development, regulation, institutions, and advertising, have been covered by Shapiro and Doody's (1968) Readings in the History of Yank Advertising: Agreement to Civil Struggle. As editors of that great collection, Shapiro and Doody said that their objective was to 'awaken the hobby of college students of advertising in records and ancient analysis' (1968:12). Their e-book of readings and Bartels' (1962) development of advertising and marketing thought were possibly the most essential courses throughout the 1960s. In both books, the scope of insurance was unparalleled. However, because the 1960s drew to a near, there appeared to be a decline in interest in historical advertising research. After the guide of the Gordon and Howell (1959), [50] record, the advertising subject moved throughout the Sixties in an extra quantitative, scientific path and historic studies may have seemed much less rigorous and much less relevant.

The new marketing history: 1980–2009

Returning to Table 3.1, the increase in the number of publications since 1980 has been dramatic. During the 1980s, several specialized conferences, collections of readings, and special issues of periodicals fuelled tremendous growth in interest in historical research in marketing. Perhaps most important was the organization of the biennial North American Marketing History Conference. In 1983, the first North American Workshop on Historical Research in Marketing was held at Michigan State University. This conference, now known as the Conference on Historical Analysis and Research in Marketing (CHARM), has been held biennially ever since. At 14 conferences over the past 26 years, there have been 487 papers presented and published in CHARM proceedings. The entire collection of papers is available online at the CHARM website, www.charm.association.org. Jones et al. provided a

history of the CHARM conference and content analysis of the first 13 conference proceedings. (2009). In the early 1990s, CHARM became a major contributor of content for the Journal of Macro Marketing (see Jones and Shaw (2006) for a review of that body of work). From 1994 through 2008, historical research accounted for 72 of the 196 full articles published in JMM, representing 37 % of the journal's content. Most of these articles were first presented at the CHARM Conference. More recently, the CHARM Association was the driving force behind the new Journal of Historical Research in Marketing, which began publication in March 2009

Overview of Marketing Theory

In 1985 and 1988, the Association for Consumer Research and the American Marketing Association held conferences that included a major focus on historical research in marketing. In 1990, the Journal of the Academy of Marketing Science published a special issue on the history of marketing. Most of these articles were originally papers presented at the CHARM. Other journals that featured special issues on historical research in marketing included Psychology & Marketing in 1998, Marketing Theory in 2005, and again, in 2008. Since its inception in 2000, Marketing Theory has regularly published articles on the history of marketing thought. In the UK, the University of Reading hosted conferences in 1991 and again in 1993 on historical research in marketing that resulted in the 1993 publication *The Rise and Fall of Mass Marketing* (Tedlow & Jones, 1993), which includes an interesting selection of papers about British marketing history. A strong interest in historical research in marketing in the UK is further evidenced by the formation in 1998 of the Center for the History of Retailing and Distribution (CHORD) at the University of Wolverhampton, which hosts annual workshops and seminars. Beyond these specialized marketing conferences and periodicals, there is a growing interest in marketing-related history by business historians, which is represented by the Business History Conference and periodicals such as *Enterprise & Society*, *Business History Review*, and *Economic History Review*. Reflecting on the increased volume, changing focus, and rigor of historical research in marketing since the early 1980s, Hollander and Rassuli described it as a 'new marketing history' (1993: xv). In addition to research on marketing history and the history of marketing thought, one of the important developments in historical research in marketing since 1980 is a growing discussion about the use of historical research methods in marketing

Historical Research Methods and Historical Research in Marketing

If one were looking for a single publication that signaled the emergence (or rather, the revival) of history as a 'legitimate' field within the marketing discipline, it might be Savitt's (1980) 'Historical Research in Marketing' published in the *Journal of Marketing*. In substance, it was a statement of the rationale and method for historical research, although, in the latter, only one of a range of possible approaches was used. In spirit, Savitt's article was both a symbol of the legitimacy of conducting historical research by marketing scholars and a challenge to them to do so. As a statement on method, Savitt's article initiated a much-needed discussion in the marketing literature about the theory and methods of historical scholarship. 'Historical Research in Marketing' thus represented an early attempt to articulate some of the methodological issues faced by marketing scholars interested in doing historical research, as well as a rallying cry for more historical research by marketing scholars and, as such, it created a bridge to the mainstream marketing journals. More recently, Savitt (2009) used the format of a memoir to describe what he had learned about doing historical research over the last 30 years, how he learned, and how those lessons could be applied to historical research

and teaching in marketing. Admitting that his earlier discussion of the historical method was an oversimplified extension of logical positivism, Savitt's recent work suggests a more interpretive approach to historical research in marketing. As Savitt (2009) concludes

Good marketing history ... recognizes (1) historical events are in the past and cannot be known as contemporary events are known; (2) historical events are unique and unclassifiable; (3) history is about actions, statements, and the thoughts of human beings; and (4) historical events have irreducible richness and complexity. (2009: 198)

It is important to recognize that history is a discipline or subject, not a singular research method or methodology. There is a wide range of methodological approaches to studying history, from positivism (for example, Hempel, 1959) to hermeneutic (e.g., Collingwood, 1974), or from scientific to traditional (Jones 1993). Like marketing, history is viewed by some as a social science (Golder, 2000; Kumcu, 1987; Savitt, 1980; Smith and Lux, 1993) capable of producing scientific knowledge, and by others as an art or as one of the humanities (Fullerton, 1987; Jones, 1998; Nevett, 1991; Savitt, 2009; Stern, 1990; Witkowski and Jones, 2006). History as a social science tends to rely on formal hypothesis testing, development and testing of theory, classification and quantification of data, statistical analysis, and generalization. History as art relies more on unique, qualitative evidence, creative interpretation, and descriptive narratives, sometimes described as storytelling. Both these methodological approaches are used in historical research in marketing, yet even such pluralism is considered inadequate by Brown et al.'s (2001) postmodern critique of historical research methods in marketing. Fullerton (1987) and Jones (1993) distinguish between the philosophy of history, which is concerned with epistemological and ontological issues, and the historical method, the techniques of data collection, analysis, and reporting that follow from the philosophy of history which one believes. While the philosophical assumptions of most marketing historians may be evident from their work, they are seldom explicit. Published studies rarely include a discussion of research methods beyond the description of the source materials. While some contributors to this historiographic discussion of marketing acknowledge different points of view (Golder, 2000; Smith and Lux, 1993; Witkowski and Jones, 2008), there is no complete discussion of the range of possible methodological approaches to historical research in marketing. In the echoes of discussions about the philosophy and method of marketing history, there have also been voices calling for more historical research (Fullerton, 1987; Savitt, 1980, 1982) and providing rationales for using market-in history in teaching (Nevett, 1989; Witkowski, 1989a). Nevett (1991) describes how the historical method relates to marketing decision-making and offers recommendations for applying historical thinking to marketing practice. As well, there are various descriptions of source materials for historical research in marketing (Jones, 1998; Pollay, 1979, 1988a; Rassuli and Hollander, 1986; Witkowski, 1994) and a discussion of various strategies for periodizing marketing history (Hollander et al., 2005)

Until the 1980s, historical marketing research was dominated by interest in the history of marketing thought. This emphasis has since changed, with most research focusing on marketing history. Of the 487 papers presented at CHARM conferences from 1983 to 2009, 318 focused on marketing history (see Jones et al., 2009 for a content analysis of that body of work), with the most popular topics being histories of industry/firm marketing strategies (94 papers), advertising history (74), macro-level consumption behavior history (67), and the history of retailing and distribution channels (52). From 1981 through 2005, the 75 historical

articles published in the Journal of Macro Marketing included 47 that focused on marketing history (see Jones and Shaw (2006) for a historical review of that literature), with histories of marketing strategies leading in popularity followed by marketing regulation, retailing and channels, macro-level consumption behavior and marketing systems. The interest in histories of various aspects of marketing strategy, cited above, was also generally evident in periodicals and books that focused on advertising and promotion history (Beard, 2005; Branchik, 2007; Davis, 2007; De Iulio and Vinti, 2009; Fox, 1984; Gross and Sheth, 1989; Hawkins, 2009; Johnston, 2001; Jones et al., 2000; Kopp and Taylor, 1994; Laird, 1998; Lears, 1994; Marchand, 1985; Meyer, 1994; Mishra, 2009; Nevett, 1982; Pollay, 1984a, 1984b, 1985, 1988a, 1988b, 1994; Pollay and Lysonski, 1990; Pope, 1983; Robinson, 2004; Schudson, 1984; Sivulka, 1998; Stern, 1988; Witkowski, 2003), personal selling (Friedman, 2004), product simplification strategy (Hollander, 1984), product innovation (Keehn, 1994), channel management (Hull, 2008; Marx, 1985), segmentation strategy (Fullerton, 1985; Hollander and Germain, 1992; Tedlow, 1990), branding (Bakker, 2001; Church and Clark, 2001; Duguid, 2003; Golder, 2000; Koehn, 2001; Low and Fullerton, 1994), market research (Fullerton, 1990; Germain, 1994; Ward, 2009), retailing (Benson, 1986; Bevan, 2001; Dixon, 1994; Howard, 2008; Monod, 1996; Stanger, 2008; Witkowski, 2009), and marketing strategies in industries such as the public library system (Kleindle, 2007), and specific companies such as Nestle (Kose, 2007) and Singer (Godley, 2006). It would seem that regardless of your interest in marketing, there is now historical research on it in print. As is evident in Table 3.1, advertising and retailing are two major topics of interest in marketing history. In advertising history, the works of two marketing scholars are noteworthy. One of these was Terence Nevett, who published extensively on the history of British advertising (1982, 1985, 1988a, 1988c, and 1988d). Much of Nevett's work was comparative and cross-cultural, for example, his study with Fullerton of societal perceptions of advertising in Britain and Germany (Fullerton and Nevett, 1986), American influences on British advertising (Nevett 1988a), and British influences on American advertising (1988c). At times, his work has taken a macro marketing perspective (Fullerton and Nevett, 1986; Nevett, 1985, 1988b) by looking at the impact of advertising on society. Others have also contributed to the study of British advertising history by focusing on specific companies (Ferrier, 1986; Seaton, 1986), professional sales promotion organizations (Leigh, 1986), and self-regulation in the advertising industry (Miracle and Nevett, 1988).

A second advertising scholar whose paintings on marketing records have been distinguished is Richard Pollay. Through the overdue Nineteen Seventies, Pollay discovered that there were only a few sizable sources of marketing records (1979:8), which had been written on outdoor advertising subjects. To cope with this state of affairs, he mentioned bold studies software for advertising records, together with the justification, study methods, and records assets required for such work (Pollay, 1977, 1978, 1979). Having recognized and developed critical archival resources (Pollay, 1979, 1988a), Pollay carried out a rigorous content material evaluation of 20th-century American print advertising and marketing to identify the portrayed values (Belk and Pollay, 1985; Pollay, 1984a, 1988b), the quantity of informativeness (1984b), and the creative aspects of the marketing approach (1985). For a while, his paintings, like Nevett's, took a macro advertising perspective (Pollay and Lysonski, 1990), mainly his work on the history of cigarette advertising and its impact on society. The hobbies within the records of cigarette marketing are shared with the aid of others, such as Wilcox (1991), who examined the correlation between advertising and marketing and cigarette consumption for the length from 1949 to 1985, and Beard and Klyueva

(2010), who offer an in-depth account of one of the most arguable advertising campaigns of all time – the ‘reach for a Lucky instead of a sweet’ cigarette campaign. A wide variety of methodological processes in ancient studies are evident in advertising history. Pollay’s use of quantification, content material analysis, and hypothesis testing is representative of the social scientific techniques of historic research. Similarly, Gross and Sheth (1989) conducted a content analysis of commercials spanning 100 years in women’s domestic journals to research using time-oriented appeals. Alternatively, Stern (1988) used literary criticism to examine the medieval culture of allegory about the improvement of contemporary marketing strategies. Nevett extensively utilized biographical information and a qualitative interpretation of commercials to examine the improvement in British advertising and marketing (1988d). There is an impressive series of books on advertising records that have been published since the early 1980s, written by commercial enterprise historians (Fox, 1984; Johnston, 2001; Laird, 1998; Lears, 1994; Marchand, 1985; Norris, 1990; Pope, 1983; Robinson, 2004; Schudson, 1984; Sivulka, 1998). Laird’s paintings are especially treasured by advertising and marketing pupils due to their exceedingly broad scope in touching on modifications in advertising during the period from the 19th century to the early 20th century to adjustments in business lifestyle and customer advertising practice and for their relevance to advertising methods generally.

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two of the more extensive-ranging studies of advertising and marketing records that specialize in advertising strategy more broadly are Tedlow’s (1990) *New and Improved: The Tale of Mass Marketing in Us* and Strasser’s (1989) *pride assured: The Making of the Yank Mass market*. These are the two assigned readings inside the undergraduate direction that I train in advertising history at Quinnipiac College. Tedlow’s e-book describes how some of America’s maximum important businesses of the twentieth century, along with Coca-Cola and Pepsi, Ford and fashionable motors, A&P, and Sears and 1st viscount Montgomery of Alamein Ward, battled for dominance in key client product markets for the duration of the beyond one hundred years. An emergent subject matter in Tedlow’s paintings is the evolution of the marketplace structure in America from a fragmented market within the 19th century to a mass market, and then to market segmentation. As an example, concerning the smooth drink enterprise, Tedlow concludes, ‘there has been no such factor as the Pepsi technology till Pepsi created it’ (1990:372). It is far from that assertion that this is becoming around in the name of Hollander and German’s (1992) in-intensity examination of the records of segmentation practices. Hollander and Germain disagreed with Tedlow’s 3-section principle and provided particular proof of advanced segmentation practices, in addition to conceptualizations of segmentation, by using early marketing students. Like Tedlow, Strasser (1989) covers an extensive range of marketing techniques which includes branding, channel strategy, product development, marketplace studies, advertising and promoting, as well as retailing. each Tedlow and Strasser make considerable use of archival materials, alternate periodicals, ephemera, and to-be-had company histories. both show that contemporary, sophisticated advertising and marketing practices had been in location by the early 20th century. one of the key differences among these two vital research of advertising records is the class of company studied: Tedlow targeted big agencies, and Strasser on small-scale independent outlets. another key difference between these histories is the length protected, with Strasser’s

greater, centered on the late 19th and early 20th centuries. Tedlow covers the maximum of the 20th century. Other subcategories of advertising

history, which are more macro in orientation, have attracted significant attention. First, corporate and industry advertising records have emerged as a popular subject matter to take a look at (Carlos and Lewis, 2002; Godley, 2006; Hawkins, 2009). 2nd, the look at the records of advertising and marketing systems – complete economies or systems of advertising – also emerged at some point in the 1980s as a widespread topic for historical research (Corley, 1987; Fisk, 1988; Fullerton, 1988b; Kaufman, 1987; Kitchell, 1992; Pirog, 1991; Speece, 1990). that is certainly related to the crucial function played by historical studies in the magazine of micro marketing, referred to in advance. Pirog’s (1991) observation of changes in the structure and output of the USA distribution system builds on Barger’s (1955) seminal paintings referred to in advance in this overview. Of direction, a key trouble in the look at advertising systems is the connection between marketing and financial development (Dixon, 1981; McCarthy, 1988; Savitt, 1988), and that critical role of advertising history has been used as a justification for extra historic research in advertising for the reason that past due 1950s (Myers and Smalley, 1959). another foremost discipline of hobby that emerged in the reason that early 1980s is the records of intake. a number of this work has been performed by way of advertising scholars interested in client behavior (Belk, 1992; Belk and Pollay, 1985; Friedman, 1985; Witkowski, 1989b, 1998, 2004). However, there is a growing body of literature on the history of the ‘consumer society’ written by business historians (Blaszczyk, 2009; Cohen, 2003; Cross, 2000; Donohue, 2003; Fox and Lears, 1983; McKendrick et al., 1982). The ideology behind much of this work, like that of other business historians writing about advertising history, is more liberal and critical of marketing’s impact on consumer welfare than typical marketing scholars studying marketing history.

Earlier research on the history of marketing thought focused on identifying first textbooks, university courses, and pioneer teachers. In the 1960s, some studies began to trace the development of key marketing concepts and theories. Since the 1980s, there have been many more sophisticated historical studies of influences on the development of marketing thought, the evolution of schools of marketing thought, and examinations of important theoretical developments over time. In addition, there has been a renewed interest in biographical research. While the relative volume of work on the history of marketing thought has declined (compared with marketing history) since the early 1980s, important work has been published, including the final edition of Bartels’ seminal book (1988), a survey of schools of marketing thought (Sheth et al., 1988), edited collections of readings (Baker, 2001; Hollander and Rassuli, 1993; Tadjewski and Jones, 2008; Wooliscroft et al., 2006), book-length studies of the history of marketing management (Usui, 2008), and advertising education (Ross and Richards, 2008). There have also been broader studies on the development of the marketing discipline that complement Bartels’ earlier work (Jones & Shaw, 2002; Wilkie & Moore, 2003), as well as historical studies of schools of marketing thought (Shaw & Jones, 2005; Sheth et al., 1988). Since the early 1980s, there has been less research on the history of the marketing literature. Grether’s (1976) 40-year review of the *Journal of Marketing* (JM) was followed by a 60-year retrospective of JM by Kerin (1996) and there is a related, detailed study of the founding of JM by Witkowski (2007). There have been retrospectives of other major journals in the field of marketing (Berkman, 1992; Muncy, 1991), and although somewhat dated now, McCracken’s (1987) is a very good review of the consumption history literature. More recently, there has been less research on the history of marketing teaching (Lazer & Shaw, 1988; Schultz, 1982), but some on the teaching of marketing history (Witkowski, 1989a). However, there remains a need to examine such developments that occurred outside the United States, such

as Jones's (1992) study of early marketing courses in Canada and Jonsson's history of early marketing education in Sweden (2009). There is renewed interest in biographical research (Bourassa et al., 2007; Green, 2001; Harris, 2007; Hollander, 2009; Jones, 1994, 1998, 2004, 2007; Kreshel, 1990; Nason, 2009; Shaw and Tamilia, 2001; Wittink, 2004; Wright, 1989;

Woolscroft et al., 2006) which had dropped from the historic agenda after the early 1960s. In that connection, the 1/3 edition of Bartels' (1988) records of marketing ideas are great for the addition of biographical facts about crucial pupils of the 1960s, 1970s, and the. some 35 quick biographies of advertising pioneers are covered in the latest 3-quantity series of readings on the history of advertising and marketing notions (Tadajewski and Jones, 2008), including many from the unique magazine of advertising collection posted between 1956 and 1962, in addition to extra current biographical sketches. Stephen Brown introduced an interesting measurement of this biographical painting by analyzing the writing types of several pioneer advertising scholars, including Theodore Levitt (Brown, 2004), Stanley Hollander (Brown, 2009), and Wroe Alderson (Brown, 2002). Biographical work is featured in a noteworthy collection of work examining the lifestyles and careers of Wroe Alderson, considered by many to be the greatest marketing theorist of the twentieth century, in *A Twenty-First Century Manual to Aldersonian advertising ideas* (Woolscroft et al., 2006). This encyclopedic historical study of Alderson and his paintings is split into six parts which include a biographical caricature of Alderson, decided on writings using Alderson about his concept of marketplace behavior and marketing management exercise, commentaries about Alderson's questioning by using different other scholars, some fascinating biographical commentaries from different pupils about Alderson, and finally exhaustive bibliographies of Alderson's published work. As one reviewer described it, this collection of readings is a fitting tribute to the existence, writings, and highbrow legacy of Wroe Alderson ... and a reference painting of the primary value' (Shaw, 2007). quickly following the book of this collection of readings, the EU enterprise Enterprise Review (2007, Vol. 19(6)) posted a special problem about Alderson adding to the frame of labor approximately this pioneer advertising and marketing scholar. Subsequently, Tadajewski (2009d) documented Alderson's trip to Russia as part of a Quaker-prepared go-to to touch upon US overseas policy. The latter work adds an interesting element to Alderson's work. Alderson became best called an advertising theorist, and the records of thoughts and concepts in advertising have now attracted significant attention. This painting consists of historical research on Reilly's retail gravitation idea (Brown, 1994), spatial theory in retailing (Babin et al., 1994), motivation studies (McLeod, 2009; Tadajewski, 2006), service marketing (Vargo & Lusch, 2004; Vargo & Morgan, 2005), channel ideas (Wilkinson, 2001), four software concepts (Shaw, 1994), and advertising and marketing productiveness. Shaw (1987, 1990) and Dixon (1990, 1991) conducted considerable work on the historical development of the idea and measurement of advertising productivity. Shaw's historical assessment of empirical studies concludes that advertising productiveness inside the USA at some stage in the past century has accelerated, but he factors into the persevering loss of clean standards and measures of advertising and marketing costs and effectiveness (1990:290). One theory, in particular, has generated considerable controversy and interest among advertising historians. It is miles, in truth, a historical stage theory of marketing's improvement – the so-called four eras of marketing, first proposed by Keith in 1960. The essential ancient query here is whilst the 'marketing concept' and its. the closely related notion of relationship marketing emerged, and not just the practice but the articulation of this concept.

Hollander (1986), Fullerton (1988a), Gilbert and Bailey (1990), Jones and Richardson (2007), and Tadajewski (2009b, forthcoming- ing) have all published detailed, critical historical accounts of the development of the marketing concept and Church (1999) provides an overview of related historical work. A parallel line of research by Tadajewski examines the history of relationship marketing (Tadajewski, 2008, 2009a, 2009c; Tadajewski and Saren, 2009) building on similar work by Keep et al. (1998). As a body of work, these studies concluded that serious and sophisticated marketing activities driven by customer orientation have been practiced much longer than conventional wisdom suggests and that marketers have used a customer or marketing orientation since the nineteenth century. With some measure of poetic justice, Tadajewski (forthcoming) uses FBI files to test Keith's (1960) claims regarding the marketing practices adopted at Pillsbury during the so-called marketing and marketing control eras. Tadajewski documents the participation of Pillsbury in anti-competitive practices beginning in 1958, continuing through the mid-1960s, and resulting in Pillsbury being charged and fined for their involvement in a price-fixing cartel, behavior that is hardly consistent with a consumer-friendly, relationship-building, 'marketing orientation.' Taken together, these studies point to the value and, in some cases, the necessity of historical research in evaluating existing theory, especially, of course, historical theory. More importantly, perhaps they have contributed to a more critical perspective and to a rewriting of the history of marketing thought presented by Bartels and other mid-twentieth-century marketing historians. This includes an extensive re-evaluation of the schools of thought from which marketing emerged as a discipline (Jones & Monieson, 1990), an extension of our historical perspective beyond the twentieth century (Dixon, 1978, 1979, 1981, 1982), and studies on the development of marketing thought outside North America (Ingebrigtsen, 1981; Jones, 1992; Jones & Monieson, 1990; Jonsson, 2009; Usui, 2000). Ironically, a Japanese scholar has recently taken a more detailed look at the emergence of marketing management in America between 1910 and 1940 (Usui 2008). This study is distinctive in its focus on the connections between scientific management and the early development of marketing management ideas. Schools of marketing thought have attracted increasing attention from historians. Discussions of the so-called traditional schools – institutional (Hollander, 1980), functional (Hunt & Goolsby, 1988), and commodities (Zinn & Johnson, 1990) – have been complemented by studies of more contemporary schools of thought, including consumer behavior (Kassarjian, 1994; Mittelstaedt, 1990; Sheth & Gross, 1988), macro marketing (Layton & Grossbart, 2006; Savitt, 1990), and others (Shaw & Jones, 2005; Sheth et al., 1988). In *Marketing Theory: Evolution and Evaluation* (1988), Sheth et al. identified, classified, and evaluated 12 schools of marketing thought comprising commodity, functional, regional, institutional, functionalist, managerial, buyer behavior, activist, macro-marketing, organizational dynamics, systems, and social exchange schools. The

specialized hobby areas (1980gift). If the Sheth et al. (1988) ebook replaced Bartels' (1962, 1976, 1988) classic as the staple studying material for doctoral publications throughout the late 1980s and into the early Nineties, it ultimately became replaced via a -extended set of readings using Hollander and Rassuli (1993). Hollander turned into an outspoken critic of Bartels' work on the history of advertising thought, and for the doctoral route Hollander taught at Michigan Country College (Jones and Hold, 2009), he developed a complete set of readings on each advertising record and the records of advertising and marketing thought (Hollander and Rassuli, 1993), a collection that in numerous methods cautioned a brand-new technique to teach the history of advertising to

graduate students of advertising. Hollander believed that one could not understand the records of advertising concepts without parallel expertise in advertising history and blanketed both fields in this two-extent collection. The readings additionally blanketed discussions of a huge variety of macro-advertising and marketing issues, marketing research, and patron behavior, similar to the greater apparent cloth about the records of numerous factors of advertising methods. The collection additionally protected numerous picks about historic techniques in advertising. Fourteen vital readings about the records of advertising notions are protected in Baker's (2001) multi extent series on essential perspectives in advertising. The historical paintings there consist of some older, seminal works that can be tough to get the right of entry. Another distinctive function of this collection is the inclusion of European authors, for example, Gilbert and Bailey (1990) and Vink (1992), whose paintings are frequently ignored. The latest, 3-quantity series of readings edited with the aid of Tadjewski and Jones (2008) is respectfully entitled *The History of Advertising notion*. (That changed into the equal identification utilized by Bartels for his seminal work in this vicinity.) Like the Hollander and Rassuli collection of readings, this extra current provides a far broader technique than that of Bartels and in advance historians. At the same time, the Tadjewski and Jones (2008) collection is more focused than the Hollander and Rassuli series or the Baker series, inclusive of the handiest articles on the history of advertising ideas, and has greater depth in that region, blending vintage ancient scholarship with numerous recent modern works.

The Tadjewski and Jones collection begins by examining historical research on pre-20th century marketing thought, segues into several key readings about the early development of the marketing discipline, and includes considerable coverage of the schools of marketing thought. The collection features 35 biographical sketches of marketing pioneers, including recent work on Robert Bartels, Stanley Hollander, and Sidney Levy. This extensive collection of biographical sketches provides details about the intellectual backgrounds and political context of key marketing thinkers and, in this way, is intended to connect theoretical debates in marketing with wider socio-political changes. The final section of the readings in this collection continues to be ideal by focusing on more macro contextualizing influences on marketing thought.

launch of a brand-new educational quarterly committed to publishing ancient studies in marketing. There is a bounded body of know-how about marketing records and the history of advertising and marketing thought, and an important mass of lecturers who self-discover as advertising and marketing historians. Advertising history (more widely defined) may qualify as an area in keeping with the criteria used by Richardson in his current look at the improvement of accounting history (Richardson, 2008; Witkowski and Jones, 2008). What are the priorities of future historical research on advertising? There is a desire for greater synthesis and contextualization of marketing history and the history of advertising ideas. Too much research has centered on advertising and marketing practices or advertising and marketing ideas in isolation, without considering the social, economic, and political conditions of the period being studied. Further, in that connection, we want to know that practice is not always a complete concept- much less that thought, in particular in an area that has relied a lot on inductive reasoning, is driven by using practice. In other words, advertising records and records of advertising concepts should be incorporated. This changed into inspiration from Stanley Hollander's consideration of historic research in advertising (1989). However, as a 'subject,' advertising history still has no longer made much development in that route. The majority of the historic research on marketing, advertising, and marketing ideas is performed by

marketing scholars educated in social science research techniques and can, consequently, naive approximately even the most basic historiographic issues, along with the differences between number one and secondary supply material. There may be a desire for more dialogue in the large range of ancient research methods, as illustrated with examples from ancient research in marketing. Finally, marketing historians want to make their work more relevant to marketing training. advertising and marketing history and the history of marketing concepts must be incorporated into graduate, real, and even undergraduate curricula. As Richardson (2008) notes in his records of accounting history, 'the last check of an educational subject is its ability to provide courses in its very own area' (2008, 268). I am hoping the scholarly textual content you are analyzing now will assist in that connection.

Research Method

The studies approach used in this have a look at is a literature evaluation. The researchers conducted an in-depth assessment of scholarly articles, books, and other applicable resources on the subject of historical research in advertising and marketing. They tested the evolution of insights in this area over time and traced the development of key standards and processes.

Result

The result of the observation is a complete assessment of the records of historic research in advertising and marketing. The researchers recognized numerous distinct levels within the evolution of insights into this subject. They found that early studies in advertising records focused usually on documenting the development of advertising and marketing practices and strategies. over time, the sphere increased to include greater interdisciplinary processes, incorporating insights from fields including sociology, anthropology, and cultural research.

The researchers additionally found that ancient research in advertising has ended up more important and reflexive in the latest years. pupils now query traditional narratives and explore opportunity perspectives on advertising and marketing history. They emphasize the position of power, social structures, and cultural impacts in shaping advertising practices. additionally, there's a developing interest in studying the history of marginalized corporations and the effect of advertising on society.

Discussion

The findings of this have a look at contributing to our expertise in the evolution of historic research in advertising. using tracing the development of insights in this discipline, the researchers highlight essential shifts in studies cognizance and method. The expansion of interdisciplinary tactics displays a broader recognition of the complex nature of advertising and its connections to social and cultural contexts.

The growing essential and reflexive nature of historic research in advertising shows a maturing of the sector. students are now greater conscious of the want to impeach dominant narratives and explore alternative perspectives. This shift has unfolded new avenues for studies and deepened our expertise in the social and cultural implications of advertising and marketing practices.

The study additionally underscores the significance of inclusivity and diversity in analyzing advertising history. By emphasizing the records of marginalized agencies and examining the effect of advertising on society, researchers can discover previously overlooked narratives and shed mild on the dynamics of strength and inequality in the discipline of advertising. typical, this research gives a valuable assessment of the evolution of insights in ancient studies in advertising. It highlights the

interdisciplinary nature of the field and the growing criticality of studies. The findings make contributions to more comprehensive know-how of advertising and marketing records and their implications for cutting-edge practices.

Conclusion

The records of historic research in advertising offers treasured insights into the evolution of marketing practices and strategies through the years. by tracing the improvement of advertising as an area, researchers have gained a deeper understanding of the factors which have shaped the field and its effect on companies and customers.

Early historical research in advertising centered on examining the origins of marketing activities, including change and barter systems in historic civilizations. pupils explored how early societies engaged in industrial exchanges and developed rudimentary advertising techniques to sell items and services.

As economies grew and markets extended, marketing practices became more state-of-the-art. Researchers studied the emergence of formal advertising and marketing practices for the duration of the Industrial Revolution when groups started to undertake mass manufacturing and mass distribution techniques. They tested the development of advertising principles, consisting of product differentiation, pricing strategies, and distribution channels.

The mid-20th century witnessed an extensive shift in advertising studies, with pupils exploring purchaser behavior and the psychology behind shopping decisions. They investigated the influence of advertising, branding, and patron perceptions on buying behavior. this era also noticed the upward thrust of market studies techniques, along with surveys and cognizance agencies, to benefit insights into patron options and motivations.

With the advent of globalization and the digital age, historical research in advertising extended to consist of the analysis of worldwide marketing, e-trade, and digital marketing. Researchers tested the impact of globalization on advertising techniques, the challenges of adapting products to unique cultural contexts, and the possibilities provided through online platforms for focused advertising and client engagement.

furthermore, historic studies in advertising and marketing have shed mild on the evolution of advertising ethics and social duty. students have examined the development of advertising rules, the upward push of client activism, and the growing emphasis on sustainability and ethical business practices.

Through tracing the evolution of insights received thru historical research, we can higher apprehend the foundations of contemporary advertising practices and make informed decisions in state-of-the-art dynamic enterprise surroundings. historical research in advertising provides a broader angle on the field, permitting entrepreneurs to study from beyond success crew-up screw ups, adapt to changing client desires, and navigate the challenges of a hastily evolving market.

The history of ancient research in advertising serves as a precious aid for entrepreneurs, companies, and researchers, supplying a complete expertise on expertise advertising 18th-century identifye advertising and marketing's evolution and its implications for society.

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Declaration of Interest

I at this moment declare that I have no pecuniary or other

personal interest, direct or indirect, in any matter that raises or may raise a conflict with my duties as a manager of my office Management

Conflicts of Interest

The authors declare that they have no conflict of interest.

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