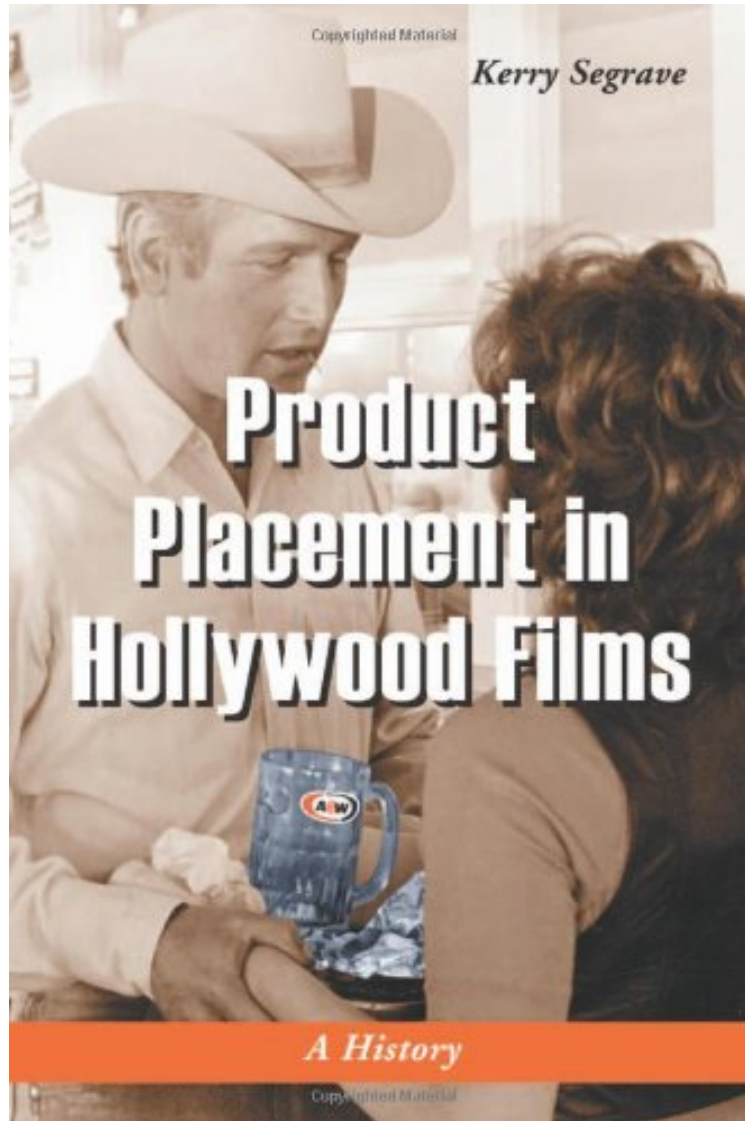


(Download ebook) Product Placement in Hollywood Films: A History

# Product Placement in Hollywood Films: A History

*Kerry Segrave*

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**Kerry Segrave : Product Placement in Hollywood Films: A History** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Product Placement in Hollywood Films: A History:

This is the history of advertising in motion pictures from the slide ads of the 1890s to the common practice of product placement in the present. Initially, product placement was seen as a somewhat sleazy practice and also faced

opposition from the film industry itself; it has grown dramatically in the past 25 years. From Maillards Chocolates advertising with a shot of Cardinal Richelieu enjoying a hot cup of cocoa in 1895, to product placements in 2002's *Minority Report*, for which advertisers were rumored to have paid \$25 million, this book explores the developing union of corporate America and Hollywood. This work addresses such topics as television's conditioning of filmgoers to accept commercials, companies' donation of props, the debate about advertising such activities as smoking and drinking in films, and product displacement, or demands by companies to keep their products absent from unpopular or controversial films. Film stills and a bibliography complete the book.

"informative"--Film History. About the Author Cultural historian Kerry Segrave is the author of dozens of books on such diverse topics as drive-in theaters, lie detectors, jukeboxes, smoking, shoplifting and ticket-scalping. He lives in British Columbia.