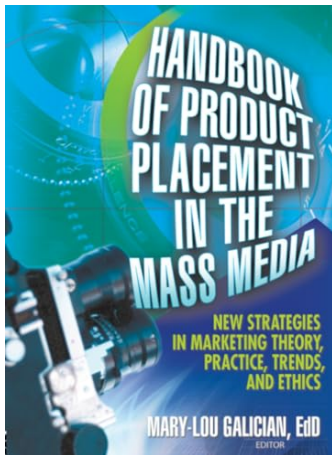


Product Placement: Recommended Texts



publisher [link](#)

The Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics is the first serious book in English to examine the wider contexts and varied texts of product placement, related media marketing strategies, and audience impacts. The contributors are national experts in a variety of mass media specialties-history, law, and ethics (both media ethics and medical ethics); cultural and critical analysis; content analysis and effects; visibility; marketing, advertising, public relations, and promotion; and digital technology and futures. This first-of-its-kind book features interviews with leading critics and proponents of product placement (including the Pulitzer Prize-winning media critic of the LA Times and the Director of the Center for Science in the Public Interest in Washington, DC). You'll also find a lively roundtable of many of the major contributors (in Q&A format), a review of a recent video on product placement, and a helpful resource guide to publications and Web sites that further enhance the value of the book.



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 Maillard's 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. Publisher [link](#)