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Rhetoric about efficient markets is ubiquitous. The many products and businesses that have failed over the past centuries, however, tell a different story. Markets are inherently insecure, and they are made by individuals, businesses, and governments trying to understand and influence them, whether relying on practical experience, theoretical models, or new technologies. This activity is commonly called marketing and this book tells the fascinating history of modern marketing in the United States, Europe, and India.

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