



Globalizing Ideal Beauty: Women, Advertising, and the Power of Marketing

Denise H. Sutton

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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. Sutton's approach is grounded in a huge body of original archival research that has so far remained largely untapped.

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