

A collage of various historical and cultural figures, including a large black and white portrait of a man's face on the left, a group of cartoon characters (Donald Duck, Goofy, Jiminy Cricket) in the center, a bust of a classical figure, and numerous portraits of men from different eras and backgrounds.

# What Was Before Product Management?

**When one considers the masses who fill movie theaters every day in cities and the smallest towns, almost 80 to 90 percent of whom are workers or at least close to the working class, and when one further recognizes the effect of film on these masses and the mass suggestion it exerts, one can...."**

**(Grobert den Film, 1925)**

# **Willi Münzenberg (1889–1940)**

**Creator of the  
Vision & Mission**

Coach. Speaker.  
Master of Power Point  
slides and storytelling.  
Red Millionaire.



**Yeah, all we have is the Four Hundred, the White-Collar Men, Bootleggers, Wall Street Barons, Criminals, the D.A.R., the K.K.K., the Colonial Dames, the Masons, Kiwanis and Rotarians, the R. of C., the Elks, the Censors, the Cognoscenti, the Morons, Heroes like Lindy, the W.C.T.U., Politicians, Menckenites, the Booboisie, Immigrants, Broadcasters, and-the Rich and Poor.**  
**(Propaganda, 1928)**

# **Edward L. Bernays (1891-1995)**

**Creator of the  
Public Relations**

Lived a happy life.  
Died at the age of 103 years.



**Because I think it may be of some help to you in putting through our recommendation for additional men for the Promotion Department, I am outlining briefly below the duties and responsibilities of the Brand Men.**

(Leaked e-mail, P&G, 1931)

# **Neil Hosler McElroy (1904-1972)**

**Creator of the  
Product Management**

Has not written any book.  
Is known for the 3-pages memo note.



# What's next?

We could have changed the past and, perhaps, could have built a better future, but that is not possible. Because there is no past and future. We live in present continuous. Our thesis is the Truth, our antithesis is Experience. Our Synthesis is Absurd. Anyway, the next several posts will be related to Philosophers, Economists and Thinkers, who shaped the world we all live in now. Did they want it to be like this? Let's see.

Andrii  
(1988-2022 / 2022 - ∞)

Madrid  
(2017 – ...)

