

# Fish marketing in London in the first half of the eighteenth century.

- - Market town



Description: -

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Notes: Caption title.

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## **Eighteenth Century London: Politics and Society**

Scholars have found evidence of marketing practices in the marketplaces of antiquity. Prior to the emergence of marketing courses, marketing was not recognised as a discipline in its own right; rather it was treated as a branch of economics and was often called applied economics.

## **History of marketing**

Thus developments in marketing theory inform marketing practice and vice versa. As the first decades of the 20th century progressed, books and articles concerning marketing topics began to emerge.

## **London History**

For women, the high-waisted silhouette in lightweight muslin was the dominant style, while fashionable men looked to the tailors of Britain for a new, refined look. A white, smooth and delicate hand bespoke refined living and sound attention towards personal grooming.

## **18th century**

. Classical revivals appeared not only in fashion, but in architecture, the fine arts, and interior design Davidson 30.

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