



The First Adman: Thomas Bish and the Birth of Modern Advertising

Gary Hicks

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The First Adman reveals the untold story of how modern advertising was pioneered 200 years ago by the entrepreneur, self-publicist and dodgy Member of Parliament, Thomas Bish. Royalty and politicians courted this early media star and society figure, who was one of the best-known men in the land and allegedly more famous than the prime minister himself. Drawing on previously inaccessible contemporary sources, Gary Hicks resurrects the Bish brand, as famous in its day as Coca-Cola is today, and explains how it started a publicity revolution. This is an entertaining and rollicking tale of an eccentric marketing genius whose extraordinary legacy survives in modern mass media.

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