

TABLE OF CONTENTS

Acknowledgments	vii
The Convergence Crisis: Introduction	1

Part I: The Road to Normalcy: The Development of American Advertising, 1840s–Present

Chapter 1: Early Beginnings	11
Early Beginnings	13
Visionaries	13
Factions	18
Tumultuous Environment	21
Chapter 2: Dramatic Differences	29
A Turning Point	31
A Unifying Paradigm	33
Interdisciplinary Collaboration	34
Strategic Use of Modernity	36
Chapter 3: Growth & Expansion	41
Cultural Fusion	42

Technology & Turmoil	44
War & Peace	46
Colossal Expansion	47
Shifts & Upheavals	51
Hills & Valleys	57
Chapter 4: Drift & Decline	67
Influence & Obligations	69
Creative Oasis	71
Groundbreaking Precedent	74
Cultural Currency	81
Chapter 5: Paradox & Pitfalls	95
Democratized Information	97
Triadic Convergence & Radical Change	100
Associations & Accountability	104
 Part II: Triadic Convergence, Insights, and Implications	
Chapter 6: Overlapping Phenomena	125
Triadic Convergence	125
Advertising	129
Overlapping Phenomena	132
Insights	134
Chapter 7: Triadic Convergence & The New Media Ecosystem	139
Themes Associated with Triadic Convergence	142
Chapter 8: Moving Forward	153
Advertising in Crisis	153
Paradigm Shift	154
Triadic Convergence: Support & Criticism	159
Moving Forward	163
Appendices	169
References	177
Index	189