



REKLUB 1927-1949. CHAPTERS FROM THE HISTORY OF CZECHOSLOVAK ADVERTISING

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Publisher: Professional Publishing, 2017

The contemporary modern concept of marketing and, especially, of its important part – marketing communication – has been increasingly based on technologically more advanced communication tools without paying attention to their substance and history.

Therefore, it is very important for the Czech society to think about the contents of a new book published by Prof. PhDr. Dušan Pavlů, CSc., from the Faculty of Mass Media Communication UCM

in Trnava: **REKLUB 1927-1949 (Chapters from the history of Czechoslovak advertising)**. The author of an original and unique scientific monograph having researched the topic for three years would – first time in the history of Czech inter-war advertising, and in an inspirational and explorative way – pay attention to the development of advertising and other tools of marketing communication in the context with the historical facts from the period of the 1st Republic and years of 1945-1949, which represent the milestones for our understanding of the contemporary modern advertising culture. The author is right to attach importance to the significance of the period facts and events the Reklub tried to influence through its activities. The book divided into nine chapters brings an almost perfect review of the historical artefacts of advertising interlinked with the events of that era in the development of the Czechoslovak society from the foundation of the new Czechoslovak Republic and resulting positive conditions for the institutionalization of advertising activities through the professional terminology used in advertising and the activity of the Reklub in the post-war period of Czechoslovakia to the activities of the independent Slovak Advertising Club. The chapter on the Reklub as an institution, its difficulties and conditions, in which it was active, is not so important for the contemporary modern society as the chapters proving that advertising in the examined periods had become a key factor in creating culture in our country and was involved in various functional processes of our society and became an integral part of the social system as a whole. It has built its own professional language, institutions and started to work with feedback. Today, all of the above is taken for granted without realizing the historical basis the Reklub, for the first time, professionally introduced to the society and contributed to its creation. Evidence of a growing cult of the advertising environment in that era is based on many historical artefacts. The book written by Dušan Pavlů – Reklub 1927-1949 – presents inspirational and facultative approaches to the development of the advertising environment which can illustrate success of advertising not only at that time but also in our modern society. The book can be recommended to all people who are involved in marketing communication, above all, in advertising, are interested in its roots in our independent state administration and seek inspiration in the historical artefacts, which have been proven by success in commercial activities and contributed to the creation of our historical advertising cultural heritage.

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