

CONTENTS

Preface & Acknowledgments	5
Chapter I: Introduction.....	9
Chapter II: Historical Background. An Overview of Myths in Ads from the 1950s to the 1990s.....	19
Chapter III: Dominant Figures of Myth in Advertisements.....	49
Chapter IV: ^{**} A Richer Life Through Classical Myth: Ancient Legends Enhance Modern Advertising and Modern Life.	79
Chapter V: The Classical Conceit	115
Chapter VI: The Company Logo	125
Chapter VII: Conclusion	137
Illustration List	143
Bibliography	147
Index	151