

# Contents

6	Preface
8	Introduction
12	The First Posters
20	Historical Overview: Early Days of the Poster
22	Circus and Carny Posters
30	Chromolithographs
40	Art Nouveau in Paris
64	Historical Overview: The Poster in Art Nouveau
66	Art Nouveau in Great Britain and the United States

82	Art Nouveau in the Rest of Europe	228	The International Style
102	The First Professional Poster Artists	246	Pop Art and the Poster
110	The German Sachplakat (Object Poster)	258	Historical Overview: Pop Art and the Poster
122	Historical Overview: Half Way to Modernism	264	Protest Posters
124	World War I and the Political Poster	268	The 1970s
138	Art Deco	282	Photo Design around 1980
152	Cassandre	290	The 1980s
160	Historical Overview: Art Deco and Avant-Garde	304	Historical Overview: Globalization
162	The Typographic Poster	306	Shock Advertising: Poster Design around 1990
170	The Poster and the Russian Avant-Garde	322	Japanese Posters
182	The 1930s	332	Posters of the 1990s
198	The Political Poster and World War II	344	Chinese Posters
206	The 1950s	356	The Poster since 2005
210	Historical Overview: Developments after World War II	372	Printing Techniques
222	The Polish Poster	374	Notes
		379	Image Rights
		380	Index
		384	Imprint