Understanding Markets: Information, Institutions and History

Sponsored by the Hagley Museum and Library and German Historical Institute, Washington DC

October 30 and 31, 2009, in Wilmington, Delaware, USA.

A conference to recognize the contributions of Ernest Dichter, and to celebrate the opening of his business records at the Hagley Museum and Library in Wilmington, Delaware. For further info, please contact Carol Lockman at clockman@hagley.org or 302-658-2400, ext. 243.

Friday, October 30

8:00 Coffee

8:30 Opening Remarks
Moderator: Terry Snyder, Hagley Museum & Library

Hartmut Berghoff, German Historical Institute, Washington DC
*From Practical Know-how to Science-based Management Tool: The Emergence of Modern Marketing in the 20th Century*

9:30 Panel 1: Generations and Paradigms
Chair: Philip Scranton, Hagley Museum & Library

Kenneth Lipartito, Florida International University
*The Politics of Market Knowledge in Post World War II America*

Sean Nixon, University of Essex
*Understanding the Ordinary Housewife: Advertising and Consumer Research in Britain 1948-67*

Gerulf Hirt, Göttingen University
*Caught Between Goebbels and Dichter: German Ad Experts from National Socialism to the Early Bonn Republic*

Regina Lee Blaszczyk, University of Pennsylvania and Hagley Museum & Library
*Psyched over Synthetics: Ernest Dichter, the DuPont Company and the Boomer Consumer*

Comment: Daniel Raff, University of Pennsylvania

12:00 Lunch

1:00 Keynote Address:
Moderator: Lynn Catanese, Hagley Museum & Library

Alan Brody, President, TECHmarketing and former columnist with Advertising Age
Who Let the Id Out? How Ernest Dichter and MR Changed American Marketing, Its Cultural DNA and Digital/Post-Industrial Legacy

1:30 Panel 2: Marketing Products
Chair: Uwe Spiekermann, German Historical Institute, Washington DC

Roy Church, University of East Anglia
“I’m the doctor in?” The Changing Role of Salesman in the US Pharmaceutical Industry in the Twentieth Century

Gregory A. Donofrio, University of Minnesota
Self-service: How Gas Stations were Marketed to Women

Ingo Köhler, Göttingen University
Recognizing Car Market Realities: Marketing, PR and Market Research of the German Automobile Industry in the 1970s

Comment: Ferdinando Fasce, University of Genoa

3:30 Break

4:00 Panel 3: Dealing with Uncertainty
Chair: Roger Horowitz, Hagley Museum & Library

Alexander Engel, Göttingen University
Into the Blue: Trying to Sell Indian Indigo in Traditional and Modern European Markets, 1780-1910

Jamie Pietruska, Massachusetts Institute of Technology
Cotton Guessers: Crop Forecasters and Rationalization of Uncertainty in the American Cotton Market, 1894-1905

Alexia Yates, University of Chicago
Why is There No MLS in France? Information and Intermediaries in the Parisian Housing Market in 19th and 20th Centuries

Comment: Uwe Spiekermann, German Historical Institute, Washington DC

6:00 Reception

7:00 Dinner

Saturday, October 31

8:00 Coffee
8:30  Panel 4: Gathering Knowledge  
Chair: Philip Scranton, Hagley Museum & Library

Daniel J. Robinson, University of Western Ontario  
*Letter Writing, Market Research, and Patent Medicines, 1880-1930*

Josh Lauer, University of New Hampshire  
*Making the Ledgers Talk: Credit Management and the Origins of Retail Data Mining, 1920-1940*

Kerstin Brückweh, German Historical Institute, London  
*“Beware, you could be a target.” A History of Consumer Classification in Britain*

Comment: Susan Strasser, University of Delaware

10:30  Break

11:00  Panel 5: States and Markets  
Roger Horowitz, Hagley Museum & Library

Séverine Antigone Marin, University of Strasbourg  
*Introducing Small Firms to the International Markets: The Debates Over the Commercial Museums in France and Germany, 1880-ca.1910*

Stefan Schwarzkopf, Queen Mary University of London  
*How do States Understand Markets and Consumers? The Uses of Market Research in British Government Departments, 1920-1940*

Patrick Hyder Patterson, University of California, San Diego  
*The Bad Science and the Black Arts: The Reception of Marketing in Socialist Eastern Europe*

Comment: Jan Logemann, German Historical Institute, Washington DC

1:00  Closing Summary

Philip Scranton, Rutgers University/Hagley Museum and Library