

Abstract

The aim of the thesis is to explore the so far only marginally described era of marketing and to provide an answer to the question if the fear of the new class division was manifested in communication towards the customer. I start from the premise that the era and the owners' perspective are always reflected in the communication of firms and the different aspects of marketing. The research will also include an examination of the purely practical process of designing marketing materials and selecting communication channels that differ significantly from those we know today.