



Jaguar: Marketing the Marque: The history of Jaguar seen through its advertising, brochures and catalogues

Nigel Thorley

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With over 80 years of continuous production and a wealth of models made during that time, Jaguar and its advertising agencies have produced a vast and varied range of promotional literature. This handsome volume brings together a variety of this fascinating material, which tells not only the story of the company and its cars but also social history throughout the period. This book will be a fine addition to the bookshelves of Jaguar enthusiasts everywhere.

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