



## Understanding Markets: Information, Institutions, and History

Sponsored by Hagley Museum and Library and The German Historical Institute, Washington, D.C.

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

A conference to recognize the groundbreaking contributions of Ernest Dichter in market research and consumer motivational response and to celebrate the opening of his business records at Hagley Museum and Library in Wilmington, Delaware.

### Friday, October 30

8:00 Coffee

8:30 Opening Remarks

Hartmut Berghoff, German Historical Institute, Washington, D.C.

"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

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 and 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

Dr. Thomas Dichter (independent consultant - International Development)  
"Market Research as practiced by Ernest Dichter - Science or Art?"

1:30 Panel 2: Marketing Products

Roy Church, University of East Anglia  
"'Is 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

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"

Alexis 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

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

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 Schwartzkopf, 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 and Hagley Museum and Library

Image: Dr. Ernest Dichter photograph by Michael Drobny

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