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History of publishing: History of publishing, an account of the selection, preparation, and marketing of printed matter from its origins in ancient times to the present. Brand Advertising Techniques. The advertising techniques I discuss here are mentioned as advertising appeals in my article on advertising strategy. The L.A. Times is a leading source of breaking news, entertainment, sports, politics, and more for Southern California and the world. Women's lib has come a long way in a short time, as this newspaper clipping about whether it is appropriate to discipline your wife thankfully proves.