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Daniel J. Sherman; Robert Jensen. Marketing Modernism in Fin-de-Siècle Europe. Princeton: Princeton University Press. 1994. Pp. vii, 367. \$29.95, The American

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According to Robert Jensen in his book Marketing Modernism in Fin-de-Siècle Europe, the auction house assumed, "multiple roles that ran the gamut from certifying the authenticity of the object, to guiding it through the hazards of the marketplace, to establishing its provenance and enlisting critics and historians to situate the artist's importance."

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Robert Jensen is a professor of art history with field emphases in the history of modernism and the economics of art. Since joining the University of Kentucky faculty in 1994, Dr. Jensen has taught numerous undergraduate and graduate courses on a wide range of subjects, ranging from contemporary art to colonial American art.

## **Robert Jensen | College of Fine Arts**

Robert Jensen, University of Kentucky Follow Abstract Why Munch? was a keynote lecture for the conference "Marketing the North," sponsored by the society Munch, Markets and Modernism, in November 2017.

## **"Why Munch?" by Robert Jensen**

Robert Jensen: Marketing Modernism in Fin-de-Siècle Europe. Princeton, Princeton University Press, 1994. 367 p.. In: Revue de l'Art, 1995, n°110. p. 88

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Robert Jensen is a professor in the School of Journalism at the University of Texas at ... (commonly known as advertising and marketing). ... modern surrogacy is a form of exploitation of women ...

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Robert Jensen\* University of Kentucky \* ROBERT JENSEN is an Associate Professor of Art History and Director of the School of Art & Visual Studies at the University of Kentucky, Lexington. He is the author of Marketing Modernism in Fin - de-Siècle Europe (Princeton University Press, 1994) and a forthcoming study The Geography of

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Between the Clock and the Bed, on view at the Met Breuer. It has been organized by the American-Scandinavian Foundation in partnership with The Munch ...

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