



Apuntes biográficos sobre Manuela Brunet Bingley y su relación con las primeras empresas de publicidad en España [

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text (article)

Analítica

We analyze the life trajectory of Manuela Brunet Bingley, born in Cieza in 1868, when her father Alfonso Brunet was starting the industrialization of esparto grass in this city. We also provide news about her husband Álvaro Calzado Arosa, family and her niece, Dora Quintero Calzado, who would become her adoptive daughter and their relationship with the first advertising companies in Spain. Thanks to the Chapa Brunet, Múgica Brunet and Lapuerta Quintero families, we have obtained unpublished documents and photographs to illustrate this work

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