PRACTICAL ADVICE: THE IMPACT OF “POOR RICHARD’S ALMANAC” ON DOMESTIC HABITS IN THE AMERICAN COLONIES

Jane H. Doe  
  
A DISSERTATION

in

Marketing

For the Graduate Group in Managerial Science and Applied Economics

Presented to the Faculties of the University of Pennsylvania

in

Partial Fulfillment of the Requirements for the  
Degree of Doctor of Philosophy  
  
2017

Supervisor of Dissertation Co-Supervisor of Dissertation

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Richard Saunders Joseph Smith  
Associate Professor of Marketing Associate Professor of Marketing

Graduate Group Chairperson

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Catherine Schrand, Celia Z. Moh Professor, Professor of Accounting

Dissertation Committee:

Silence Dogood, Professor of Economics  
Deborah Read, Associate Professor of Marketing  
N. E. Courant, Professor of Marketing, Boston College