

---

**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Thursday, October 9, 2014 12:32 PM  
**To:** Richard Saul Wurman

The only truly surprising thing about those ads is that=these businesses took so long to notice porn's influence on consumers in the=20 first place. It's been happening for centuries now: In 1524, there was = book published called "I Modi" (The Ways) by Pietro Aretino and =iulio Romano. If you were to ask an art/literature expert about it, you might hear that "I Modi" was a series of beautiful illustrations depicting contemporary Italian life, accompanied by Aretino's masterfully composed sonnets. If you asked anybody else, they'd just show you this:

<<http://i.crackedcdn.com/phpimages/article/5=3/3/37533.jpg?v=1>>

Hey guys, what's happeniHEYOOOO!

Now, you won't really hear anyone arguing that "I Modi" was anything but an awesome, old-timey combination of professional wrestling and hardcore pornography; but you also won't hear anyone arguing about=20 how it played a huge role in the popularization of print and literature... which it totally did. Guttenberg and his Bible might have gotten the ball rolling, but for centuries Aretino was one of the most read authors in Europe (today considered the father of erotic literature,) and his works were being printed and passed around more often than the pastor's daughter at a church summer camp. It was the first and only book many people came into contact with, and this pornography fostered widespread literacy all across ye olde Europe <<http://www.law.indiana.edu/fclj/pubs/v49/no1/johnson.html>> .

<div style="overflow:hidden;color:rgb(0,0,0);background-color:rgb(255,255,=55);text-align:left;text-decoration:none;border:medium none"> Read more= [http://www.crack=d.com/article\\_18888\\_5-ways-porn-created-modern-world.html#ixzz3FeOA7rXR](http://www.crack=d.com/article_18888_5-ways-porn-created-modern-world.html#ixzz3FeOA7rXR) <[http://www.cracked.com/article\\_=8888\\_5-ways-porn-created-modern-world.html#ixzz3FeOA7rXR](http://www.cracked.com/article_=8888_5-ways-porn-created-modern-world.html#ixzz3FeOA7rXR)>

--

=C2 please note

The information contained in t=is communication is confidential, may be attorney-client privileged, ma= constitute inside information, and is intended only for the use of =he addressee. It is the property of JEE Unauthorized use, disclosure=or copying of this communication or any part thereof is strictly prohib=ted and may be unlawful. If you have received this communication in =rror, please notify us immediately by return e-mail or by e-mail to [jeevacation@gmail.c=m](mailto:jeevacation@gmail.c=m), and destroy this communication and all copies thereof, includ=ng all attachments. copyright -all rights reserved