

The Real Mad Men: The Renegades of Madison Avenue and the Golden Age of Advertising



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Reviews

This pdf is very gripping and fascinating. We have read and that i am certain that i am going to going to read once more again in the future. Once you begin to read the book, it is extremely difficult to leave it before concluding.


(Burnice Cronin)

THE REAL MAD MEN: THE RENEGADES OF MADISON AVENUE AND THE GOLDEN AGE OF ADVERTISING

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Running Press, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Publishers Weekly "Cracknell's account of the heyday of advertising--currently being explored on AMC's hit show Mad Men--is a terrific supplement to the show, as well as a primer on the evolution of the industry. Advertising geeks will gobble this up, but even those completely unaware of Don Draper and Sterling Cooper will appreciate this lively and spirited account." David Abbott "Andrew Cracknell tells it like it was--the inside story of the men and women who kept Don Draper awake at night. Witty and invigorating." Ken Roman, former chairman of Ogilvy & Mather Worldwide and author of The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising "Andrew Cracknell has accurately captured what many people called the Golden Age of Advertising--with its postwar milieu, strong personalities and creative philosophies--and pinned it to the wall like an exotic butterfly in a collection. Like the period, the book is fun." Jerry Della Femina "Andrew Cracknell has really nailed the "Mad Men" years. He tells the inside story of the advertising business as only someone who's been right in the middle of the ad business can. I enjoyed reading it, and I'm really looking forward to the day they make a movie out of it because there's a great movie here. I can only hope that George Clooney is around to play my part." George Lois "I lived through half of what Andrew Cracknell writes about--and there's so much action on each page, my head was spinning. The Real Mad Men nails those days in real time - but take a valium before you read it. It's an eye-popping, roller-coaster ride, and the true story of the original Mad Men. Reading any chapter in Cracknell's...

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