



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

By Cracknell, Andrew

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..."



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Reviews

Without doubt, this is the very best work by any writer. Indeed, it can be play, still an amazing and interesting literature. I am just very easily can get a pleasure of reading through a written pdf.

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