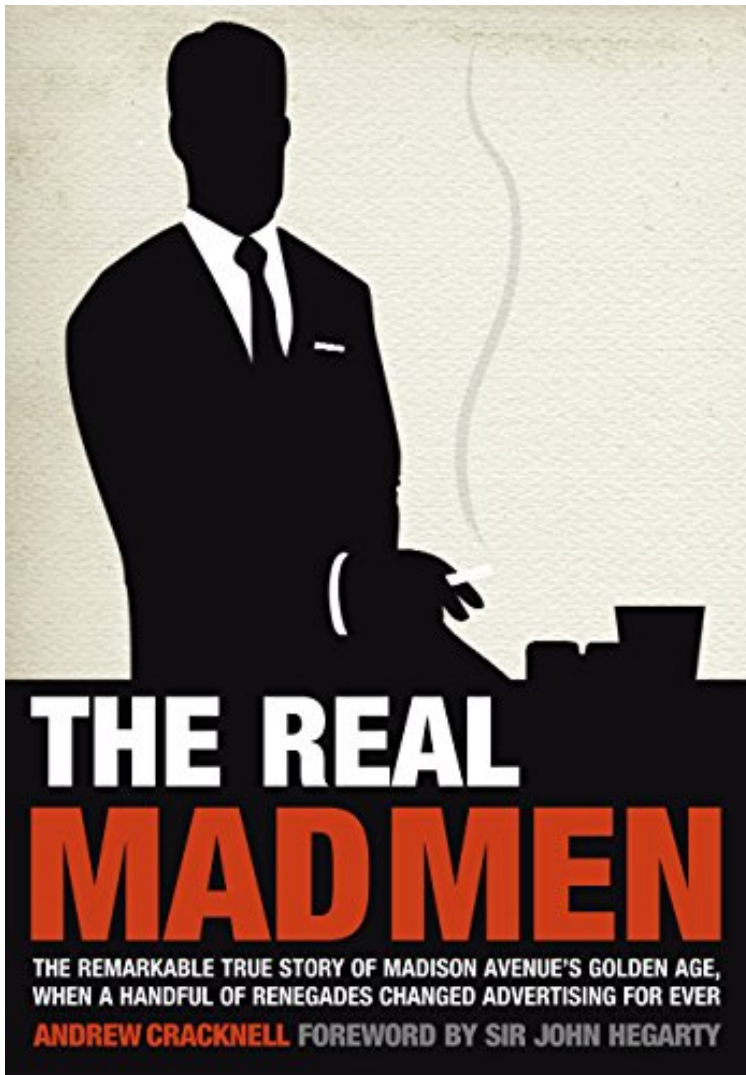


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The Real Mad Men: The Remarkable True Story of Madison Avenue's Golden Age (English Edition)



Par Andrew Cracknell
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Description :

Prsentation de l'diteurIn New York City in the late 1950s and the 1960s - the era and location of TV's Mad Men - advertising went through a revolution. In a booming market, a punchy and proud new workforce of younger, multi-ethnic writers and art directors gorged themselves on a vibrant and artistic social scene. In many ways they were similar to Don Draper, Roger Sterling and Peggy Olsen: confident, driven and ambitious, they lived the three-martini life and worked the machine to their advantage. Also clever, creative and streetwise, they outclassed and outthought the old advertising establishment, implementing a new way

of thinking and behaving which spread across the newspapers, magazines and TV screens of America and beyond. The story of modern advertising starts here, with these real Mad Men - and women - of Madison Avenue who created the most radical and influential advertising ever, transforming the methods, practice and execution of the business. Their legacy still resounds in the industry today. How did this golden age of advertising happen? It is a remarkable, inspiring story of creativity, ingenuity and larger than life personalities who made it up as they went along.

Revue de presse'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' David Abbott. 'As someone who was in the ad business during the 'Mad Men' years, Andrew Cracknell has really nailed it. He tells the inside story of the advertising business as only someone who's been right in the middle of it 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' Jerry Della Femina. '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 book beats the hell out of watching a dozen segments of Mad Men' George Lois. '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' Ken Roman. '...keeps some of that glamour (of Mad Men) as much as it argues for what the counterculture revolution did for advertising ... handsomely produced' Glasgow Herald. 'This handsome volume offers a celebratory oral history of the Manhattan advertising world in the 1950s and 1960s ... (Andrew Cracknell) writes with commendable zip ... Enjoyable' Guardian. 'an entertaining chronicle of the men, women and ideas that first persuaded Americans to part with their money' Good Book Guide. 'Cracknell's book is a sensuous beast. It exudes gloss ... much like a good advertisement, the book successfully informs, entertains and pleases the eye' TLS. -- s.Présentation de l'éditeur

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