



Advertising from the Mad Men Era

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Mad for ads: Advertising for the space Age—Zoom back in time to the 50s and 60s!

Gleaned from thousands of images, this companion set of books offers the best of American print advertising in the age of the “Big Idea.” At the height of American consumerism magazines were flooded with clever campaigns selling everything from girdles to guns. These optimistic indicators paint **a fascinating picture of the colorful capitalism that dominated the spirit of the 1950s and 60s**, as concerns about the Cold War gave way to the carefree booze-and-cigarettes Mad Men era. Also included is a wide range of significant advertising campaigns from both eras, giving insight into the zeitgeist of the period. Bursting with fresh, crisp colors, these ads have been digitally mastered to look as bright and new as the day they first hit newsstands.

Text in English, French, and German

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From reader reviews:

Homer Smith:

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James Jones:

A lot of people always spent all their free time to vacation or maybe go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, or playing video games all day long. In order to try to find a new activity honestly, that is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book you read you can spent the entire day to reading a e-book. The book Advertising from the Mad Men Era it is quite good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore effortlessly to read this book out of your smart phone. The price is not to cover but this book offers high quality.

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Louise Suttle:

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