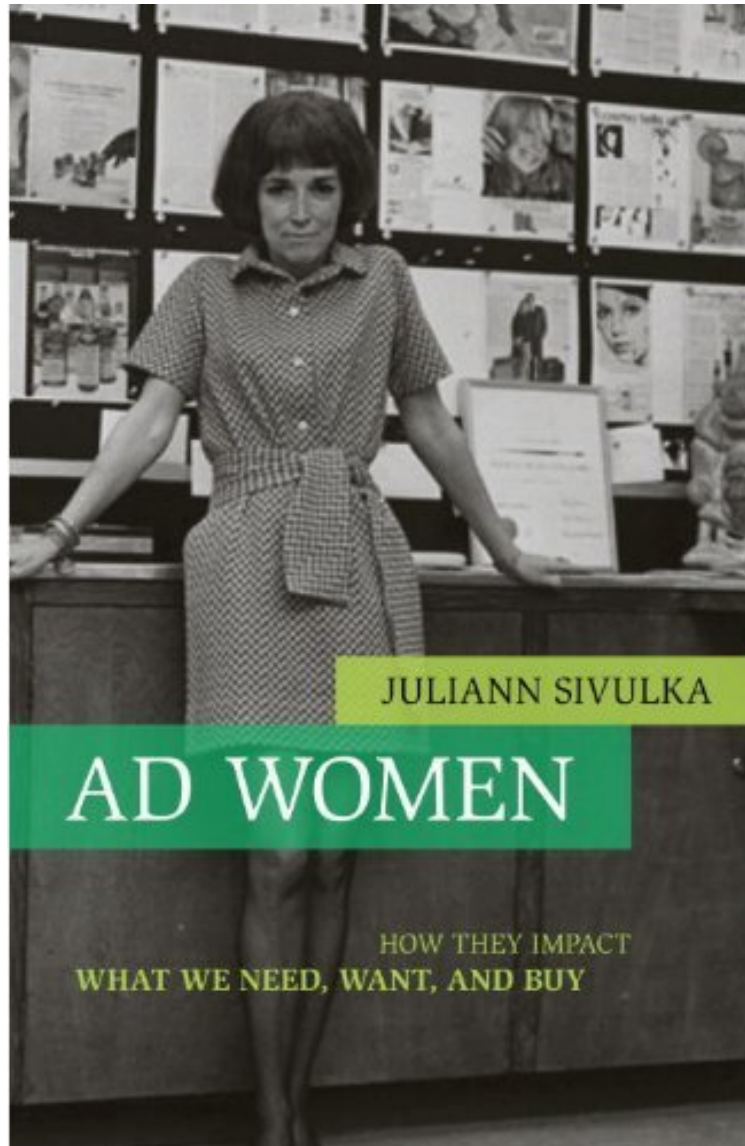


[Library ebook] Ad Women: How They Impact What We Need, Want, and Buy

## Ad Women: How They Impact What We Need, Want, and Buy

*Juliann Sivulka*

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**Juliann Sivulka : Ad Women: How They Impact What We Need, Want, and Buy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ad Women: How They Impact What We Need, Want, and Buy:

0 of 0 people found the following review helpful. WorthwhileBy Old ObserverA useful work. Lots of information about leading women in advertising over the years. Sufficient to support her hypothesis that women have made a major contribution to the craft, because they shaped so much of the copy and art directed at women. Enough to cast doubt on the old feminist presumption the sexual and erotic sells were simply male conspiracies. The trouble with

Sivulka, though, that she weighs the book down with context: too much coverage of the general evolution of advertising in which women (well people) disappear. Perhaps a reader who didn't know the story would find this useful, tho' that person might be better off reading actual historical surveys (including by Sivulka). 0 of 3 people found the following review helpful. Retelling the History of Advertising By ROROTOKO "Ad Women" is on the ROROTOKO list of cutting-edge intellectual nonfiction. Professor Sivulka's book interview ran here as cover feature on February 17, 2009.

Most of the workers in advertising, the media, retail, and fashion are women. Holding key marketing and advertising positions, women shape the basic promotional appeal of almost every consumer product in America. How did the advertising business go from a handful of women in a man's world to women working in virtually every mass consumer goods industry in America in the space of the twentieth century? *Ad Women* tells the story of how women have risen to the top of the advertising profession. Anyone who has followed the rise of *Mad Men's* Peggy Olson from secretary to copywriter will be interested in the story of her real-life counterparts. Juliann Sivulka, a former marketing communications manager and now an advertising educator, describes how, at the beginning of the twentieth century, the recognition of women as primary consumers resulted in the hiring of more women to promote products aimed at the women's market. At that time manufacturers began to emphasize color, fashion, and style, while advertising embraced a new language of persuasion aimed at women consumers. Soon agencies were recruiting an ensemble of businesswomen—copywriters, product designers, merchandisers, fashion and beauty experts, home economists, editors, and publicists. Through close collaboration with manufacturers, mass media, and retailers, they participated in developing strategies to convince women to buy goods and wove their selling messages into women's reading, shopping, housework, and leisure activities. Sivulka follows three key periods in the history of American advertising, which represent eras of major social change for women (1880-1920, the 1920s, and the 1970s). She discusses the effect on advertising of such controversial issues as the women's movement, minorities, and consumer activism, and devotes an entire chapter to the contributions to advertising of African American, Hispanic, and Asian American women in the twentieth century. Copiously illustrated with portraits of early ad women and examples of their work, this thoroughly researched and engagingly written survey of women in advertising will fascinate marketing students, women's studies scholars, and everyday consumers.

From *Publishers Weekly* Sivulka (*Soap, Sex, and Cigarettes*) chronicles the rise of women in the world of advertising to demonstrate how women impact the promotional appeal of almost every consumer product in America today. Drawing upon archival sources, the book presents the stories of women who succeeded in traditional feminine occupations as well as those who challenged their limited social roles. Sivulka places these figures in the larger history of business and economic development and the entry of women into the professions. Sivulka divides the book into three key periods that are strongly linked with economics, politics and women's history in modern America (e.g. one era, 1880-1920 marked the rise of the modern consumer, the advertising industry and the suffrage movement). Of particular interest is the story of Mathilde C. Weil, the first known ad woman in America, who established her own general advertising agency in the 1880s. With numerous illustrations and photographs, this thoroughly-researched and well-written history of the evolution of women in advertising will appeal to those in the field and those interested in the women's movement. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From *Booklist* This is professor-author (Stronger Than Dirt, 2001, and *Soap, Sex, and Cigarettes*, 1997) Sivulka's latest contribution to advertising literature. It is a serious examination of women's impact on and careers in the industry. Naming some of advertising's female pioneers, it also covers the birth of marketing, brand names, trademarks, positioning, line extensions, and other related factors, along with the role of women in creating, for example, the concept of media buying (hats off to Matilde Weil in the late 1800s). It chronicles, for every significant decade or two, the maturation of the business via the discovery of the "hidden persuaders" (sex and symbolism) and targeting/segmentation. Notes follow each chapter; photo-realistic illustrations of ads populate every few pages. But for every citation, every brief synopsis of a career, there's a missed opportunity to delve behind the scenes, uncover motivations and aspirations, and paint compelling portraits of these legends. Then, AMC's *Mad Men* creators would have much to emulate . . . and borrow. --Barbara Jacobs "...a serious examination of women's impact on and careers in the industry." -- *Booklist*, October 15, 2008 -- "With numerous illustrations and photographs, this thoroughly-researched and well-written history of the evolution of women in advertising will appeal to those in the field and those interested in the women's movement." -- *Publishers Weekly* December 1, 2008 "[A] sweeping history of women's role in American advertising from the late 19th century to the present day - compelling ." -- *Wall Street Journal*, December 16, 2008 "From her international perspective she has given us a view of social change that can be of important use to every professional." -- *Communication Arts* magazine, *Advertising Annual*, December 1, 2008 "To me, the book is most important for examining the fact that women were actually a part of advertising history in the larger context of business and economic development, and for conveying the radical nature of that view. *Ad Women* is not an adjustment of the

existing story of advertising, but it rather presents an entirely new narrative." -- RoroToko.com, February 17, 2009  
"there's really so much [in the book] and I am really glad to have read it." -- Basket of Kisses--An Unofficial Mad Men  
blog, March 18, 2009 "This book will interest those people involved with women's studies, general readers, and  
marketing students." -- Reference and Research Book News, February 2009 "This volume will serve well in  
classrooms and elsewhere to introduce advertising principles, the history of feminism, and American consumer  
culture, as well as its primary focus, women in marketing. Highly Recommended. General readers: academic  
audiences, lower-division undergraduate and up: practitioners." -- Choice: Current s for Academic Libraries,