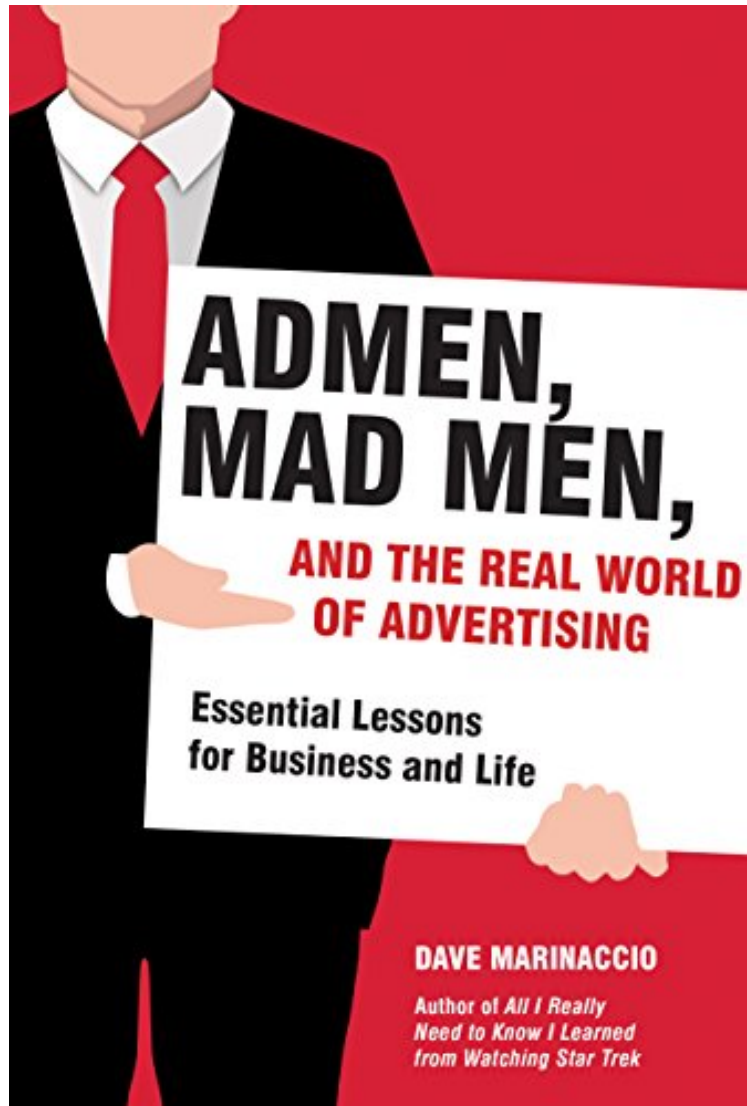


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# Admen, Mad Men, and the Real World of Advertising: Essential Lessons for Business and Life

*Dave Marinaccio*

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Wisdom from the chief creative officer at LMO: "For die-hard Mad Men fans who want to read about the world of advertising...this will fit the bill." —Library Journal Sunkist, Pizza Hut, Mitsubishi, McDonald's, 7-Up, Avis, and Oscar Mayer (just to name a few), all have one thing in common: Dave Marinaccio, co-founder and creative director of LMO Advertising. As a veteran of the industry, he knows how to sell. As a former stand-up comic, he also knows how to entertain. In this lively book, he takes readers inside the world of advertising, using his three decades at some of America's best-known agencies to reflect on how things have changed—and how some things never do. He pulls back the curtain and shares his insights on how marketing decisions are made and developed—from logos to the "big idea" to do-overs and celebrity endorsements. He also shares his insider perspective on how his business has been portrayed in such shows as Mad Men, Thirtysomething, and even Bewitched. Admen, Mad Men, and the Real World of Advertising is written for newbies to the business, seasoned CEOs, or anyone who has ever watched a television commercial or clicked on a banner ad. Irreverent, packed with useful information, and unflinchingly honest, it is a serious business book by a seriously funny man—who also is the bestselling author of All I Really Need to Know I Learned from Watching Star Trek—and a must for anyone who lives, works, or plays in today's commercial culture. "The basic, fundamental, timeless truths that the real, rare professionals in this industry know, but that for some reason too rarely get passed along." —Agency Review

David is both a thinker, as this book demonstrates, and a doer of the first order. Great guy on top of it all. "David Bell, former CEO IPG, past chairman 4As, Advertising Hall of Fame 2007 Dave has an active and agile mind, and hersquo;s always a fun read." —Martine Rothblatt, author and entrepreneur, CEO United Therapeutics, SXSW Interactive Keynote 2015 "After decades in the ad business, as well as writing fifteen books on the subject, I can say that I basically agree with what Dave Marinaccio wrote in Admen, Mad Men, and the Real World of Advertising. Itsquo;s loaded with good advertising sense and is well worth reading." —Jack Trout, Global Marketing Expert and author "For die-hard Mad Men fans who want to read about the world of advertising from someone who has spent years in the thick of it, this will fit the bill." —Library Journal Marinaccio's willing to share in this book . . . the basic, fundamental, timeless truths that the real, rare professionals in this industry know, but that for some reason too rarely get passed along. Agency