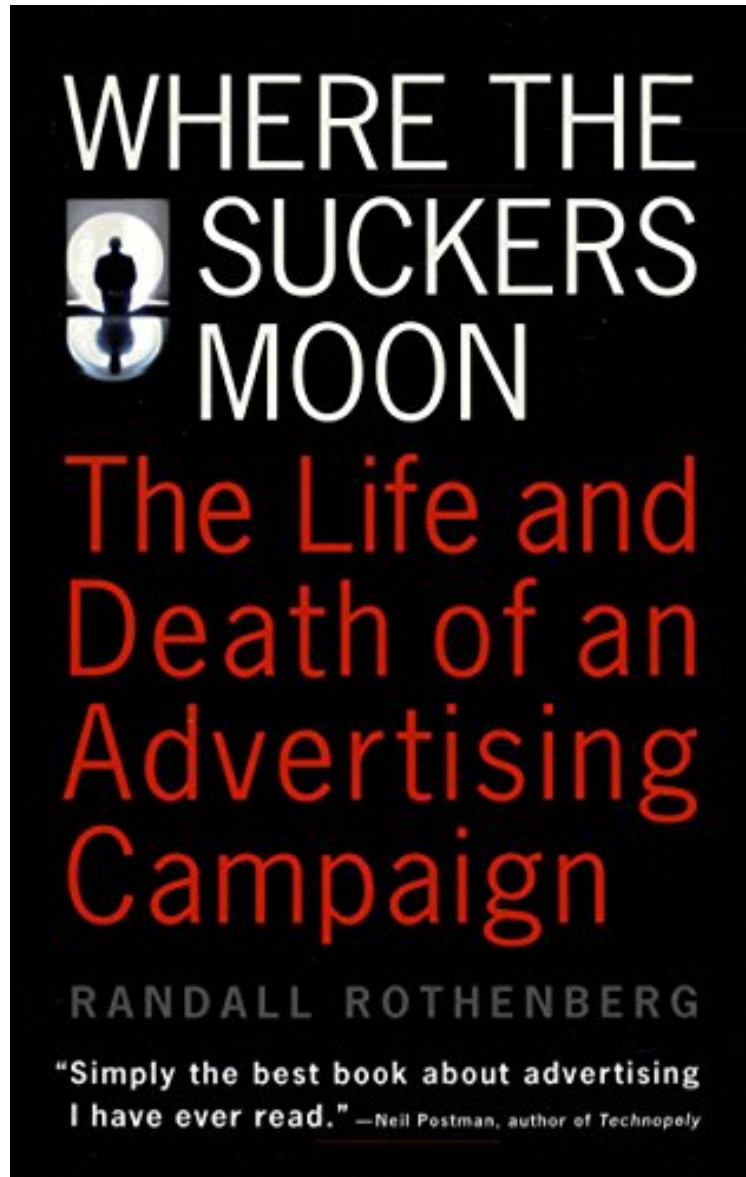


[Pdf free] Where the Suckers Moon: The Life and Death of an Advertising Campaign

## Where the Suckers Moon: The Life and Death of an Advertising Campaign

Randall Rothenberg

*\*Download PDF | ePub | DOC | audiobook | ebooks*



 Download

 Read Online

#252920 in eBooks 2013-02-20 2013-02-20 File Name: B00B6OVQJI | File size: 22.Mb

**Randall Rothenberg : Where the Suckers Moon: The Life and Death of an Advertising Campaign** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Where the Suckers Moon: The Life and Death of an Advertising Campaign:

0 of 0 people found the following review helpful. How not to sell carsBy Robert R MayerThis is a must-read book for

anyone interested in either the automotive industry, advertising, or the sociology of selling and marketing. Rothenberg tells a tale that is interesting in and of itself, but also manages to delve into philosophical considerations that you don't often find in these sorts of industry stories. A recommendation: go online and find the ads that the book refers to. They make for interesting supplements to the text.<sup>2</sup> of 2 people found the following review helpful. Best book about advertising I ever read  
By Janet Capron  
When a young friend was considering going into advertising (where I have made my living), I sent her a copy of this book. Rothenberg has a wonderful sense of the absurd, and the whole misadventure could have been told by Jonathan Swift, although you can't make this stuff up.<sup>1</sup> of 1 people found the following review helpful. One of the best books on advertising I have ever read  
By Peter Geisheker  
This book allows you to be a fly on the wall in the selection of an ad agency and the development of an advertising campaign for Subaru as the company was trying to develop an image and correctly position itself in the marketplace. If you are involved in marketing or advertising, this book is a must read.

"For all the right reasons." "Cars that can." "What to Drive." "The perfect Car for an Imperfect World." Only one of these slogans would be chosen by Subaru of America to sell its cars in the recession year of 1991. As six advertising agencies scrambled for the account and the winner tried to churn out the Big Idea that would install Subaru in the collective national unconscious, Randall Rothenberg was there, observing every nuance of the chaos, comedy, creativity, and egotism that made up an ad campaign. One can read Rothenberg's book as the behind-the-scenes chronicle of the brief and very troubled marriage between a beleaguered automobile company and Wieden Kennedy, an aggressively hip ad agency whose creative director despised cars. One can read it as a history of advertising's journey from the conventionally upbeat slogan "Helps Build Strong Bodies 12 Ways" to the supercool nineties minimalism of "Bo Knows." Either way, *Where the Suckers Moon* is a face-paced, insightful, and occasionally appalling look at an industry whose obsession with image has affected our entire culture.

From Publishers Weekly  
Former New York Times advertising columnist Rothenberg details the brief and disastrous marriage between the struggling Subaru corporation and the hip ad agency it hired to revive its image. Copyright 1995 Reed Business Information, Inc.  
From the Inside Flap  
Rothenberg chronicles the brief, turbulent marriage between a recession-plagued auto company and an aggressively hip ad agency (whose creative director despised cars), capturing both the ad world's tantalizing gossip and the broader significance of its creations. "Simply the best book about advertising I have ever read."--Neil Postman (Technopoly).  
About the Author  
RANDALL ROTHENBERG is the author of *The Neoliberals: Creating the New American Politics*. At *The New York Times*, Rothenberg was the science, politics, and food editor of the Sunday magazine until he left in 1991. Previously, he was a contributing editor at *Esquire* and wrote extensively for other national magazines. During the writing of this book, he served as a residential Fellow at the Freedom Forum Media Studies Center at Columbia University. He lives with his wife in New York City.