



The Real Mad Men: The Renegades of Madison Avenue and the Golden Age of Advertising

Andrew Cracknell

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Advertising is a business rooted in art, an art rooted in business, and it reached its peak in a specific place at a specific time: New York City at the end of the 1950s and through the '60s.

AMC's award-winning drama *Mad Men* has garnered awards for its portrayal of advertising executives. This engaging, insightful narrative reveals, for the first time, the lives and work of the real advertising men and women of that era. Just as portrayed in the series, these creative people were the stars of the real Madison Avenue. Their innate eccentricity, vanity, and imagination meant their behavior and lifestyle was as candid and original as their advertising. They had it and they flaunted it. People like Bill Bernbach, George Lois, Ed McCabe, Mary Wells, Marion Harper, Julian Koenig, Steve Frankfurt, and Amil Gargano, and others, who in that small space, in that short time, created some of the most radical and influential advertising ever and sparked a revolution in the methods, practice, and execution of the business. Including over 100 full-color illustrations, the book details iconic campaigns such as VW, Avis, Alka Seltzer, Benson & Hedges, Polaroid, and Braniff Airways.

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