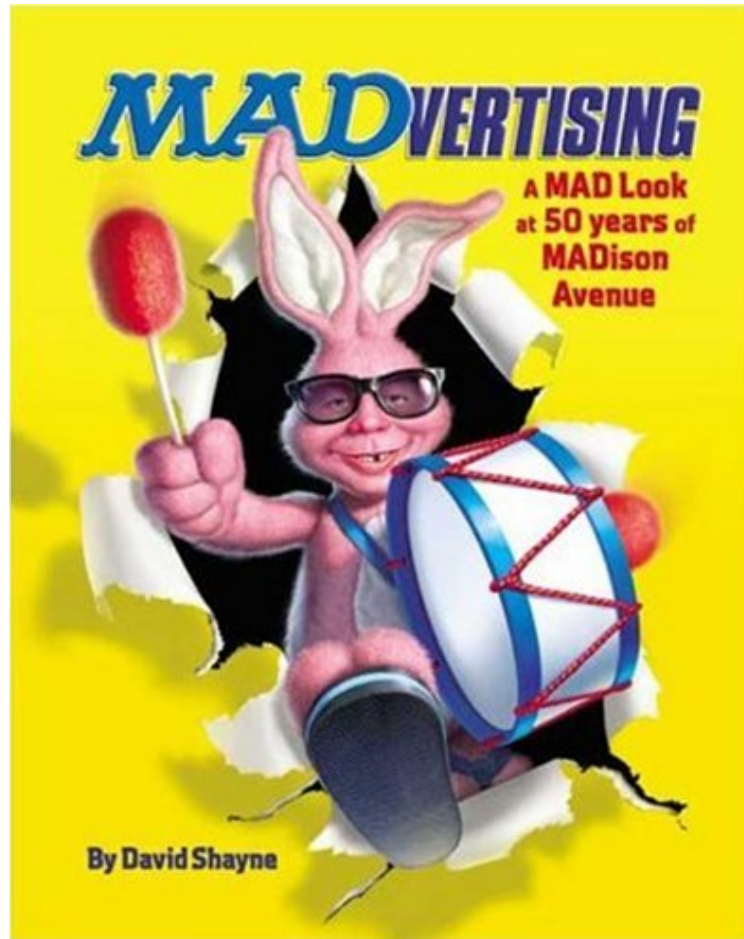


(Free download) Madvertising: A Mad Look at 50 Years of Madison Avenue

Madvertising: A Mad Look at 50 Years of Madison Avenue

David Shayne

DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#2419569 in Books Watson-Guptill 2005-10-01 2005-10-01 Original language: English PDF # 1 .62 x 8.28 x 10.44l, #File Name: 0823030814224 pages | File size: 64.Mb

David Shayne : Madvertising: A Mad Look at 50 Years of Madison Avenue before purchasing it in order to gage whether or not it would be worth my time, and all praised Madvertising: A Mad Look at 50 Years of Madison Avenue:

0 of 0 people found the following review helpful. Five StarsBy Steve MonroeGreat buy..0 of 0 people found the following review helpful. Five StarsBy mitchell shortawesome1 of 2 people found the following review helpful. Loved ItBy Ben CheseldineA great look at my favorite magazine and an inside look at Madison Avenue advertising. Needless to say the art work is flawless but I was beyond impressed with the detail described in putting together the "ads". More of a textbook than the actual magazine so if you want to just have the comics I suggest any of the other collections available. This is part of my permanent collection

MADvertising showcases the very best of MAD's fifty-plus years of takeoffs on Madison Avenue. Fans will love these hundreds of spoofs of legendary ad campaigns, plus hilarious behind-the-scenes interviews with the Usual Gang

of Idiots. But wait, there's more! Get ready for two Galleries of Sin, featuring every twist on cigarette and alcohol advertising ever done by the magazine; a section highlighting "legitimate" ads by MAD artists; a discussion of MAD's longtime no-advertising policy; plus (yes!) all-time favorite takeoffs on Madison Avenue culture, including the immortal musical "My Fair Ad Man" and "The MAD Madison Avenue Primer."

About the Author David Shayne, one of the usual gang of idiots, is the author of MADvertising. A former member of the MAD editorial staff, he currently writes for television. He lives in Los Angeles.