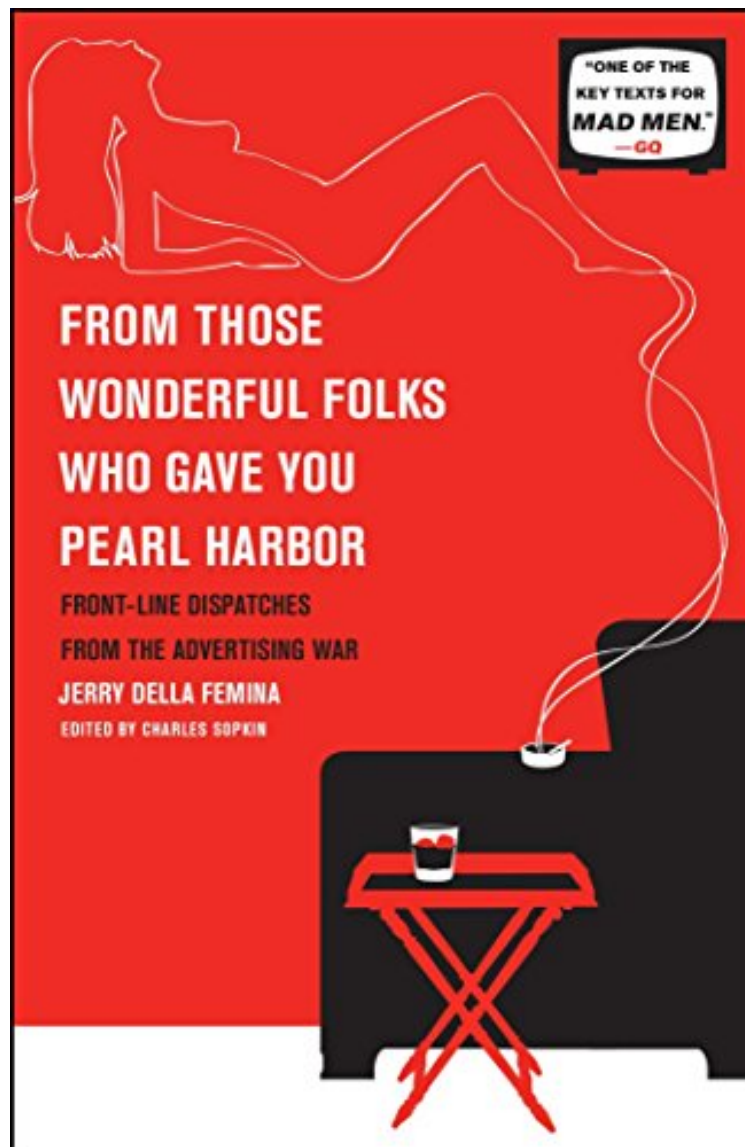


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From Those Wonderful Folks Who Gave You Pearl Harb: Front-Line Dispatches from the Advertising War

Jerry Della Femina

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Jerry Della Femina : From Those Wonderful Folks Who Gave You Pearl Harb: Front-Line Dispatches from the Advertising War before purchasing it in order to gage whether or not it would be worth my time, and all praised From Those Wonderful Folks Who Gave You Pearl Harb: Front-Line Dispatches from the Advertising War:

2 of 2 people found the following review helpful. Funny, But DatedBy Sulross-GradI read this book many years ago,

but lost my copy and decided to read it again. The humor (as in "torches for dwarfs") is still sharp, but many references in the book are so dated from the 50's and 60's that they lack relevance, especially for younger readers. Still, as a historical insight into the advertising world at that time, I recommend it highly. It is well written by one of the real "Mad Men" in the industry. Had I rated this book in the early 80's when I first read it, I would have given it five stars, but it has lost some of its punch over the years. 1 of 1 people found the following review helpful. Love this! I heard about it once on TMZ ...By Brian Chevalier Love this! I heard about it once on TMZ when Harvey said a story reminded him of this book. I googled it and bought it right away. I am a big fan of the mod culture and advertising both. It was like getting the real dirt on what Mad Men should be but can't be because it would either bore some people or be too racy. He does a great job of telling how some of the greatest ads can come down to the last second before they actually meet with a client and how crazy some of these employees really are. If you like Mad Men you'll love this book they based the TV show on! 0 of 0 people found the following review helpful. "From Those Wonderful Folks Who Brought You Pearl Harbor" By V. Reyna In my memory is the original book, "From Those Wonderful Folks Who Brought You Pearl Harbor." I couldn't find my favorite part in the reprint (or, maybe I just missed it). It's still a terrific book.

Vividly reminiscent of the goings-on at Sterling Cooper—the late nights, the three-martini lunches, the sex on couches, and, of course, the actual work of plugging products—this is the story of what Madison Avenue was really like in the '60s. A worldwide bestseller when first published in 1970, this frank, irreverent, and hilarious memoir is a one-of-a-kind cult classic.

"Brilliant. . . Best enjoyed after a three-martini lunch." —GQ (UK) "When there was some debate about whether something was accurate or not, Jerry said 'You're not even close. It was so much worse than what you're seeing on the show.'" —Matthew Weiner, creator and executive producer of Mad Men (GQ) "Reads like the transcript of a tape made at a bar or cocktail party with the recorder propped up next to the raconteur at the center of the crowd." —Salon "The 'Mad Men' of this book were not mad at all. They were clever and articulate proponents of the American Dream. The book evokes a long-lost era of American self-confidence and optimism, and helps explain how America became a cultural icon." —Maurice Saatchi, co-founder of Saatchi Saatchi and MC Saatchi About the Author Jerry Della Femina has worked in the advertising industry for over fifty years, and he was an adviser on the first season of the hit television show Mad Men. Charles Sopkin (d. 1994), an author, book editor, and publisher, wrote the books Seven Glorious Days, Seven Fun-Filled Nights and Money Talks! A veteran of stage and screen, Peter Berkrot's career spans four decades, and his voice can be heard on television, radio, video games, and documentaries. He has been nominated for an Audie Award and has received a number of AudioFile Earphones Awards and starred reviews.