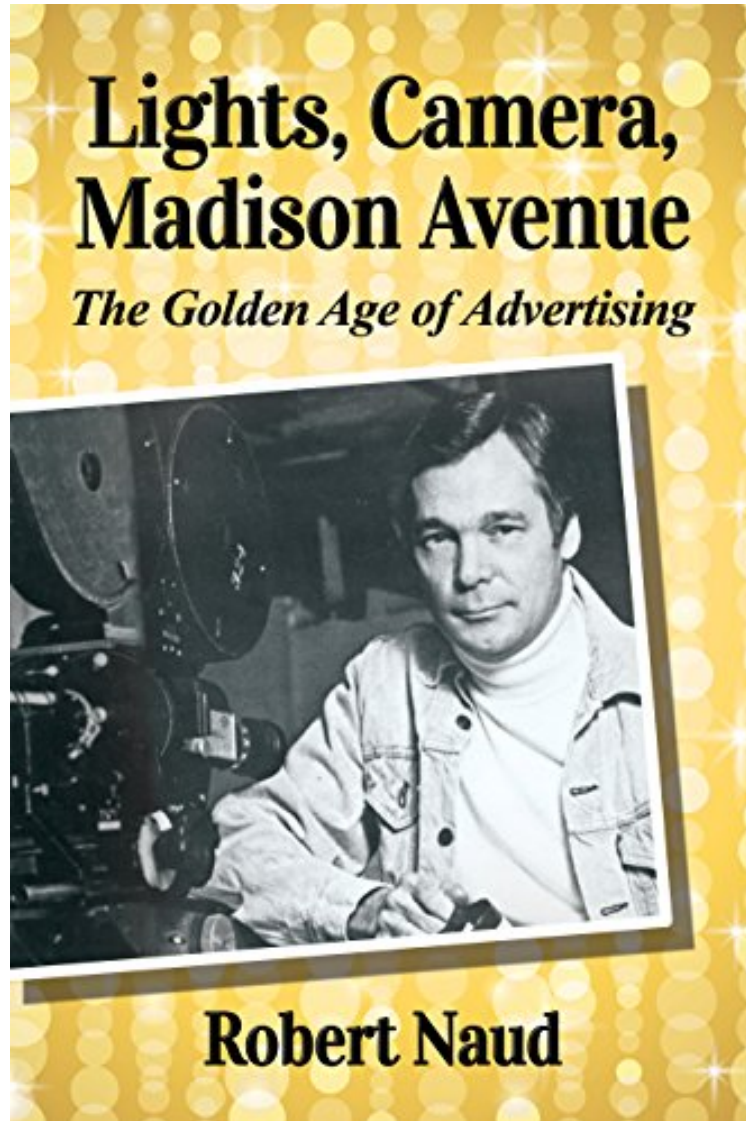


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Lights, Camera, Madison Avenue: The Golden Age of Advertising

Robert Naud

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Robert Naud : Lights, Camera, Madison Avenue: The Golden Age of Advertising before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lights, Camera, Madison Avenue: The Golden Age of Advertising:

0 of 0 people found the following review helpful. A riveting memoir of an original Madison Avenue "Mad Man" By Suzanne Loughlin Robert Naud's book Lights, Camera, Madison Avenue: The Golden Age of Advertising, was a thoroughly enjoyable and informative read about the heyday of early television advertising. Although more humble and wholesome in tone than the wildly popular Mad Men television show, it was hard not to make comparisons and feel that you were on the set experiencing all the details of the fast-paced, glamorous, celebrity-rich life that was

Madison Avenue advertising. Lights, Camera, Madison Avenue is a combination travel log, history book, gossip column and technical manual all delivered through the eyes and ears of someone who couldn't believe his good fortune in "being there". The detailed descriptions of start to finish commercial productions brought back nostalgic memories of popular slogans, jingles, actors and a time when life was a little more understandable. If Naud brought even a fraction of the enthusiasm, creativity, clever observations, and attention to detail to his career as he did to this book, then no wonder he was such a successful and sought after producer/director. I highly recommend this book to anyone who wants to consider a career in marketing or would just like to delve into advertising's "Golden Age". 0 of 0 people found the following review helpful. Things were different then! By CSB You get a great sense of the behind the scenes working of the TV industry in New York City, as well as the advertising world. All I can say is- boy, things were different then!! 0 of 0 people found the following review helpful. Five Stars By CB Fascinating story. A must read!

This inside look at the production of 20th century television commercials begins with a review of advertising's beginnings going through the 1960s and early 1970s. The author, a career "Mad man," recounts lightheartedly his experiences on commercial productions—both live and film—in theaters and studios in New York City, at LBJ's ranch, on the White House lawn, along Rome's Appian Way, in Lady Astor's dining room and on the Tryall Golf Course in Jamaica, among other places. The technical (and people) challenges involved in producing high-end commercials for major corporations are given in often funny detail.

About the Author Robert Naud is a native New Yorker with live television experience at ABC, NBC and CBS and an extensive background in commercial production at McCann-Erickson and Young Rubicam. He is the founder/director of a commercial production company in New York City and a professor of commercial production at the School of Visual Arts in New York City.