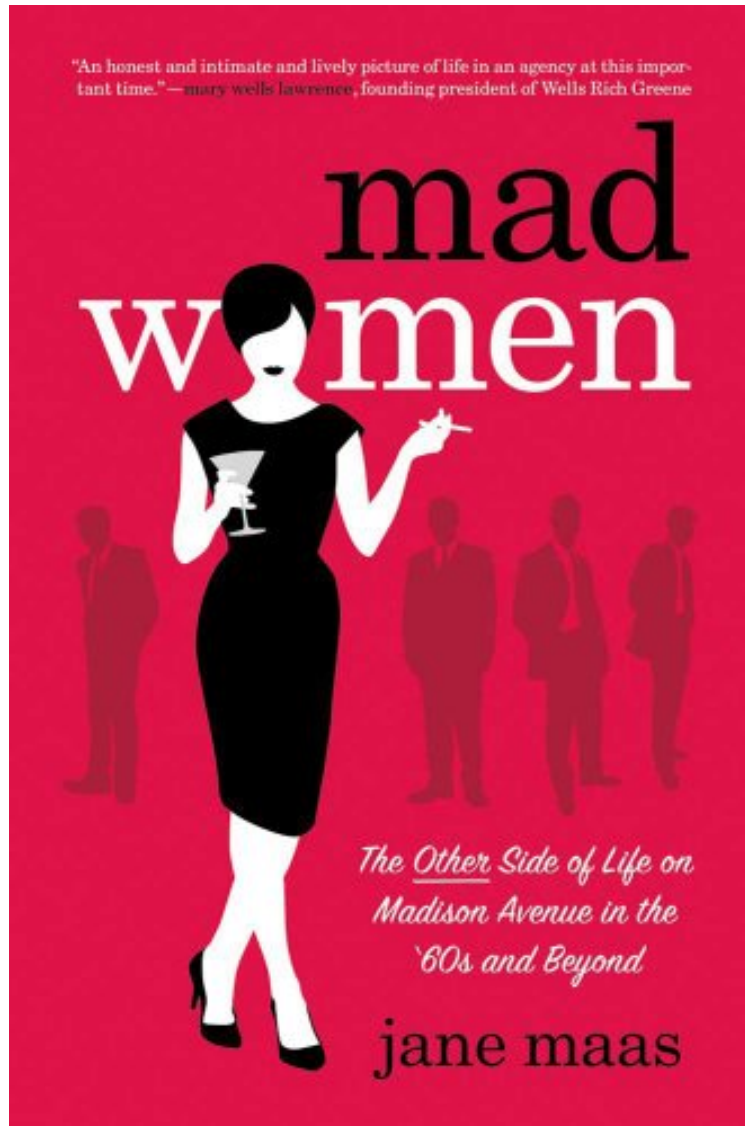


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# Mad Women: The Other Side of Life on Madison Avenue in the '60s and Beyond

Jane Maas

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**Jane Maas : Mad Women: The Other Side of Life on Madison Avenue in the '60s and Beyond** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mad Women: The Other Side of Life on Madison Avenue in the '60s and Beyond:

0 of 0 people found the following review helpful. If You Like The Mad Men Tv Series And/or Show An Interest in Public Relations/Advertising By Stella Carrier This book Mad Women: The Other Side of Life On Madison Avenue In The 60rsquo;s And Beyond by Jane Maas covers both some facts and juicy details. For instance, Maas shares that

David Ogilvy, who is listed to have been inducted into the Advertising Hall of Fame, worked as a chef for some time before working in the advertising industry. Additionally, the personal lives of some of her fellow advertising employees may make even the most open-minded people today blush as they see the details in this book. Jane Maas does not hold back when she mentions how some of the women went from secretary to copywriter in such a short time by effectively utilizing their feminine charms (to put it mildly/tamely) (page 29). Maas recalls a time where she even asked another female employee if they thought it was true that a lot of affairs/flings were going on at work and the employee diplomatically replied how did she think that she got her current man. She also truthfully shares that it was not unusual for women to have martinis during their workday. For instance (on page 95) there is mention of a secretary at Young Rubican named Linda Bird Francke did at least admit to going to lunch with creative supervisor Bob Higbi and partake in a drink concoction called martini and Rusty Nails (combination of scotch and Drambuie). Of course there is more in this book that I'm glad to have purchased. 9 of 9 people found the following review helpful. The Real Deal By Steven Lance Forget "Mad Men," Jane's book is The Real Deal. She names names. She tells it like we all knew it really was. Shame on us for our neanderthal attitude towards women - and brava to brave women like Jane who were willing to play by rules that worked for her - while accepting (but still challenging) the realities of The Boys Club. It was people like Jane who inspired me to go into advertising - and people like her who taught me to be a mensch. Maybe not as quickly as I should have, but the end result is that I honestly believe I'm a better person for it. Advertising as a business is generally on the cutting edge of market trends...and as women rose to their rightful place at the table (side-by-side and sometimes above) their male peers, it was our industry that was one of the few to break the glass ceiling. If you've never been inside advertising, this is a must-read. The true story of what it was like in the era of Mad Men. If you were (or are) in advertising, you'll love the honesty, integrity and heartfelt walk down memory lane. 4 of 4 people found the following review helpful. HISTORY, AN "F". MEMOIR-WRITING, AN "A" By Tom Messner Page 136. "Lemon" was not the first DDB Volkswagen ad as Mrs. Maas purports. But "Lemon" was clearly the advertising headline of the century. The first DDB VW ad was "Think small" in which the Beetle was not pictured at the bottom of the ad in the Maas description, but rather in the top left. But ironies of ironies for a book that purports to lioness-ize ad women of the 60s, Mrs. Maas misses the fact that the headline "Lemon" was written by a woman, Rita Selden. But after flunking history, Jane Maas does deliver a great memoir of an educated woman married to a successful architect in mid-century who raises two children while succeeding as a copywriter at two very successful agencies with very competitive atmospheres: Ogilvy and Wells Rich Greene. The most affecting story she tells actually is the relationship between her, her family, and the nanny she hired who herself comes out as a great heroine of the Mad Women Era along with Jane. This is a quick read and as a companion piece to Andrew Cracknell's history of the period, works and is worth the time.

"Breezy and salty." -The New York Times "Hilarious! Honest, intimate, this book tells it as it was." -Mary Wells Lawrence, author of A Big Life (In Advertising) and founding president of Wells Rich Greene "Breezy and engaging [though] ...The chief value of Mad Women is the witness it bears for younger women about the snobbery and sexism their mothers and grandmothers endured as the price of entry into mid-century American professional life." -The Boston Globe "A real-life Peggy Olson, right out of Mad Men." -Shelly Lazarus, Chairman, Ogilvy Mather What was it like to be an advertising woman on Madison Avenue in the 60s and 70s - that Mad Men era of casual sex and professional serfdom? A real-life Peggy Olson reveals it all in this immensely entertaining and bittersweet memoir. Mad Women is a tell-all account of life in the New York advertising world by Jane Maas, a copywriter who succeeded in the primarily male jungle depicted in the hit show Mad Men. Fans of the show are dying to know how accurate it is: was there really that much sex at the office? Were there really three-martini lunches? Were women really second-class citizens? Jane Maas says the answer to all three questions is unequivocally "yes." Her book, based on her own experiences and countless interviews with her peers, gives the full stories, from the junior account man whose wife almost left him when she found the copy of Screw magazine he'd used to find "a date" for a client, to the Ogilvy Mather's annual Boat Ride, a sex-and-booze filled orgy, from which it was said no virgin ever returned intact. Wickedly funny and full of juicy inside information, Mad Women also tackles some of the tougher issues of the era, such as unequal pay, rampant, jaw-dropping sexism, and the difficult choice many women faced between motherhood and their careers.

"Maas's humorous yet authoritative account of her life in advertising during the Mad Men era is a welcome look behind the curtain into a traditionally male world. . . . Maas mixes personal stories with advertising history, making this a compelling read." ---Publishers Weekly "You don't have to identify with Peggy Olson on Mad Men or even know who she is to appreciate Jane Maas's Mad Women; [a] breezy and salty memoir." ---The New York Times "A witty, personal account of the 'real life Peggy Olson.'" ---The LA Times "One woman looks back at a time when the proposition that sex sells was just catching on, and, thanks to martinis, overflowing ashtrays, and the pill, propositions were all the rage." ---Town Country "A dishy memoir about the drinking, sex, smoking and sexism that make that era in the industry... so fascinating."

mdash;New York Postnbsp;ldquo;How authentic is Peggy Olson, the young secretary-turned-copywriter on Mad Men? Very real, judging from the fun memoir Mad Women by Jane Maas, a real-life Olsonhellip;. Mad Women isn't a straightforward memoir or companion book to the show. It's more a witty, impressionistic whirl through 1960s Manhattanhellip; Fans of the show will see echoes of the fictional Sterling Cooper ad men in Maas' real-life colleagues. Maas is a great storyteller, and Mad Women stands enough on its own that even those who have never seen the TV show can enjoy the bookhellip;. Mad Men creator Matthew Weiner could probably find a few good plots in the changes that Maas notes have so far escaped Sterling Cooper.rdquo; ndash;The Hollywood Reporternbsp;ldquo;Breezy and engaging [though] hellip;The chief value of Mad Women is the witness it bears for younger women about the snobbery and sexism their mothers and grandmothers endured as the price of entry into mid-century American professional life.rdquo; ndash;The Boston Globeldquo;A bracing and consistently engaging look at the realities behind the fetishized nostalgia ofnbsp;Mad Men.nbsp; Funny and informative, with the kick of a dry martini.rdquo; --Kirkus sldquo;Sex, money, liquorhellip; and inspiration.nbsp; All the ingredients of Mad Men are prents in Jane Maas's account of her career in 60s Manhattan.rdquo; ndash;The Observer (UK)