



Memories of a Mad Man: Stories from the Golden - and sometimes Tin-Plated - Age of advertising.

Don Spector

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Mad Men. Don Spector didn't just watch them on television. He was one of them. Starting in a Madison Avenue ad agency in the '60's, he actually lived the life captured in the TV show. In "Memories of a Mad Man" he shares with us an unforgettable era filled with humor, brilliance, wonderful heroes and big, bad villains. The funny and fascinating stories he tells uncover the reality of the ad world behind the show. • What was it like dealing with celebrities of the era? • How did the advent of computers spoil one of the greatest boondoggles that Mad Men—and Mad Women—enjoyed? • The Three Martini Lunch. True or false? • What's the real truth about truth in advertising? The book answers these and many more intriguing questions in this unique look into a unique profession.

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