

[Download] From Those Wonderful Folks Who Gave You Pearl Harbor

From Those Wonderful Folks Who Gave You Pearl Harbor

Jerry Della Femina

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Jerry Della Femina : From Those Wonderful Folks Who Gave You Pearl Harbor before purchasing it in order to gauge whether or not it would be worth my time, and all praised From Those Wonderful Folks Who Gave You Pearl Harbor:

2 of 2 people found the following review helpful. Funny, But Dated By Sulross-Grad I 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.

From the back cover: "I refuse to apologize for telling the truth about advertising, and if it offended some people, that's just too bad. If I had wanted to be loved by those people I would have joined the Peace Corps." Jerry Della Femina said that. He also said: "Advertising is the most fun you can have with your clothes on." And the critics agree!