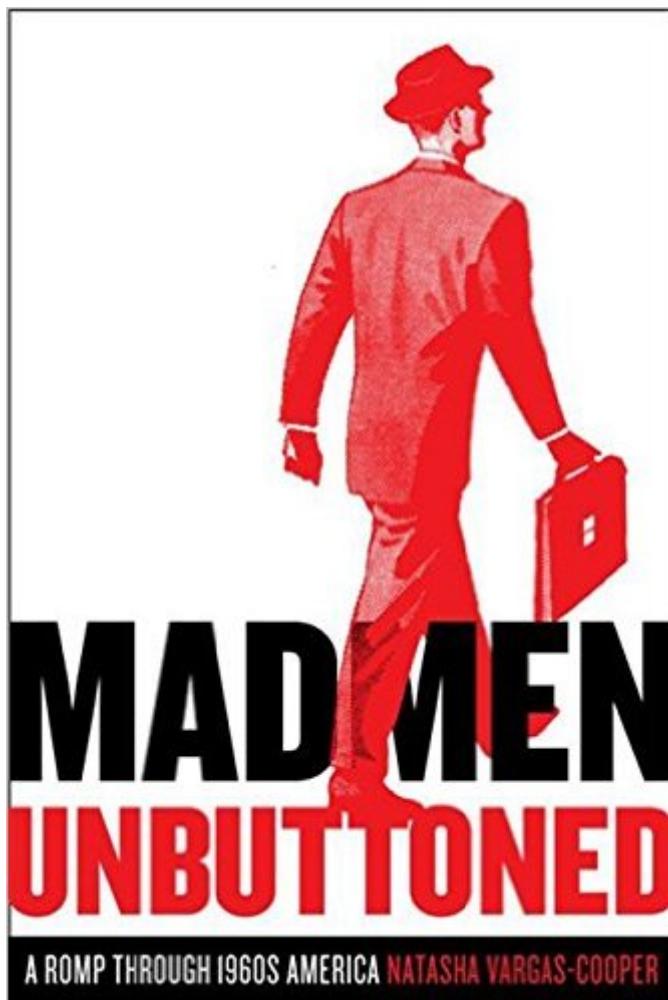


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Mad Men Unbuttoned: A Romp Through 1960s America



Synopsis

Mad Men Unbuttoned is a visually arresting celebration of the cultural and artistic ephemera of the 1960s advertising age, the Mad Men era. Based on the popular blog, Mad Men Unbuttoned encapsulates the 1960s and the ad industry during this fascinating era, and is a good, fast, joyful read. (Nina DiSesa, Chairman, McCann New York).

Book Information

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Customer Reviews

When someone asks me what the TV show Mad Men is about (after hearing me rant on and on about its utter genius), I usually say something like: it's about the cultural shift of the 1960s, backed by the history of its time and the extremely pertinent New York advertising age. Natasha Vargas-Cooper says it a bit better: "It's about the culture clash and contradictions that occurred during the twilight of the Eisenhower era, the great societal shake-up of the 1960s, and how that pressurized time in history formed modern America, its families, its consciousness, and its consumers." It's because of that overwhelmingly detailed, yet spot on, prose that I was attracted to Vargas-Cooper's writing. Although an unauthorized guide to the show, it's a fantastic companion piece (and I highly Matt Weiner hiring her as a researcher for the show). Separated into different sections (The Ads and the Men Who Made Them; Style; Smoking, Drinking, and Drugging; etc...) the book delves deeper into everything the show represents, giving a grander understanding to each ad, each character trait, and each decorated home. It's not just an ode to Mad Men - it's a cultural study of the time period (or, as the book says, "a romp through 1960s America"). It uses Mad Men as a backdrop to discuss what was really going on, from fashion to politics. Those who

are intrigued by the age would be just as interested in the literary work. The first chapter, which discussed actual advertising from that time period and the movers and shakers that made it happen, was actually my favorite. It overviewed the historic ad campaigns (Marlboro Man, Volkswagen Think Small, Western Union, etc), showing the actual ad and how it was thought up.

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