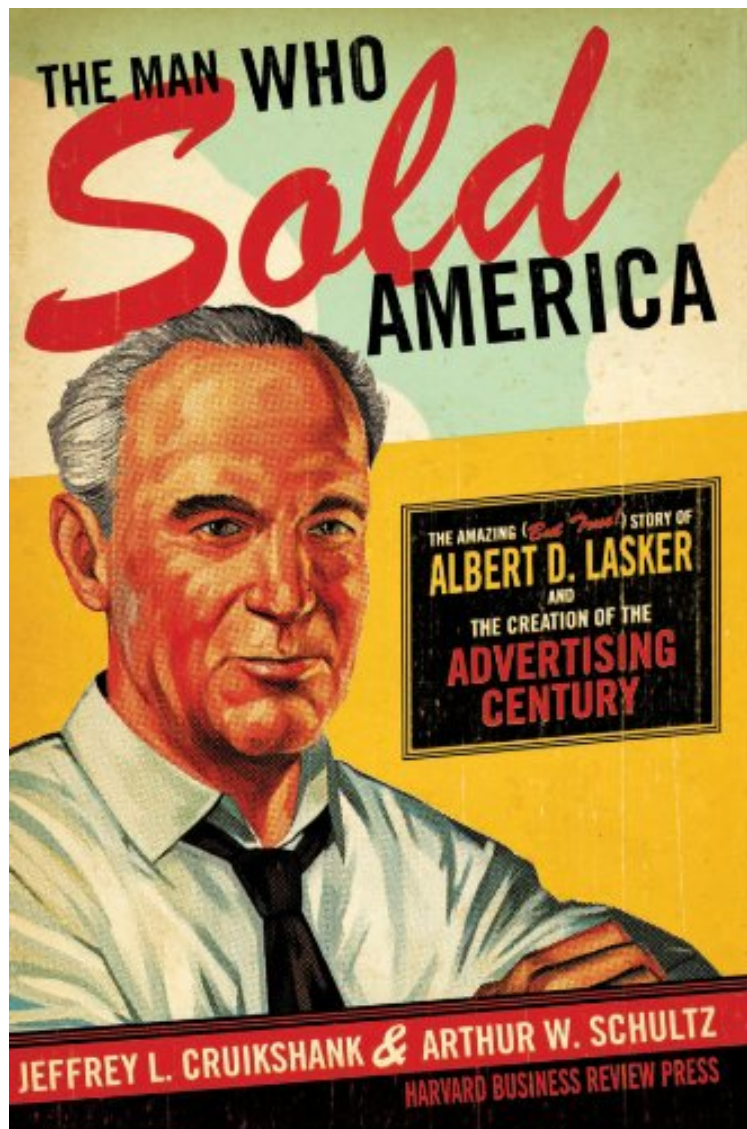


[Mobile ebook] The Man Who Sold America: The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century

The Man Who Sold America: The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century

Jeffrey L. Cruikshank, Arthur W Schultz
DOC | *audiobook | ebooks | Download PDF | ePub



#835354 in eBooks 2010-06-21 2010-08-12File Name: B003SNJYTY | File size: 53.Mb

Jeffrey L. Cruikshank, Arthur W Schultz : The Man Who Sold America: The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century before purchasing it in order to gage whether or not it would be worth my time, and all praised The Man Who Sold America: The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century:

0 of 0 people found the following review helpful. The man few people could say no to . . .By Susanna HutchesonThis

is a vivid, colorful history of a man of great importance to the advertising industry. But it's also the story of a man who was important in business in general and his legacy lives on. This is a well written book. There are some typos but in the publishing business today, that's common and sad. This is mostly a flattering biography but the authors can be excused for that in that one of them has a personal interest in the agency of which Lasker was the head. As a member of the advertising industry, a professional copywriter, I enjoyed the before untold stories of numerous important characters in our industry. For example, Claude Hopkins was a genius copywriter on whose shoulders I stand. He worked with and for Lasker for awhile. His writing style is still a great learning tool and one few copywriters use. But the story I remember in the book about Hopkins is that he wrote his most famous ads in minutes or days. Lasker felt the client would feel the agency didn't work hard enough on the ads so he would set on them for a few weeks. It reminds me of my late, great associate, Bill Steinhardt. He would say the same thing about my own writing. "Set on it a couple weeks. Let the client think you worked on it long, hard hours, weeks and even months," he would say. But, alas, Picasso painted some of his greatest work in minutes. Lasker had style. He had an abundance of energy --- all his life into old age. He was indeed a great salesman. He knew how to put a deal together. And in the book, you'll learn some of his methods. He also knew his own weaknesses. So he would hire the best people and pay them good money to do a great job. His career in advertising started before copywriting had any value. Only after he was in it awhile did he discover the monetary value of great copywriting. When he discovered it, his agency grew fast and he became a millionaire many times over. Before that time, an ad agency basically just placed ads. I enjoyed this book very much. It's a classic in my opinion. The basic element of any business is selling. Until a sale happens, you have no business. Mastering salesmanship is so critical to a businessperson. Lasker was a master seller. As one of his great copywriters, John E. Kennedy told Lasker, "Copywriting is salesmanship in print." Lasker was not a copywriter. But he was a great salesman and his life is well worth reading about. Highly recommended.-- Susanna K. Hutcheson 0 of 0 people found the following review helpful. Worth Your Time and Money By Customer An engaging read. It covers many aspects of Lasker's life (as a book that strives to be a comprehensive biography should) from his time in advertising, involvement with politics and social causes, to his philanthropic and personal life. I initially started reading it only to learn about his work in the advertising industry and found myself reading the whole book within a couple of days. I strongly disagree with those who found the work boring. It was very well written, interesting, and based on deep research into the source material. Beyond answering questions that I had about the subject (which the authors did exceptionally well) I also judge a book on whether it was worth the time and money I spent on it. In this case the answer is a resounding yes. If you have any interest in the history of advertising, politics, and social causes in the pre-WWII and immediate postwar years, pick it up. 1 of 1 people found the following review helpful. a great read on many levels By roscoe If you: a) enjoy reading about the innovative thought process you will like this book. Advertising as we now know it didn't come into being out of the ether. It didn't always exist. It was created. b) are cynical about the intentions of advertising and that it is only about products competing with other products for "market share" - it wasn't always so (and it isn't necessarily so today). This is the story of how advertising "created" markets and in doing so spurred economic growth of the nation; c) read books about business development and strategy this one is full of insight AND not told in the often pedantic way that you are used to reading; d) enjoy biographical accounts of "game changers" you will like the story of Albert Lasker. I thoroughly enjoyed and highly recommend this book.

We live in an age of persuasion. Leaders and institutions of every kind--public and private, large and small--must compete in the marketplace of images and messages. This has been true since the advent of mass media, from broad circulation magazines and radio through the age of television and the internet. Yet there have been very few true geniuses at the art of mass persuasion in the last century. In public relations, Edward Bernays comes to mind. In advertising, most Hall-of-Famers--J. Walter Thomson, David Ogilvy, Bill Bernbach, Bruce Barton, Ray Rubicam, and others--point to one individual as the "father" of modern advertising: Albert D. Lasker. And yet Lasker--unlike Bernays, Thomson, Ogilvy, and the others--remains an enigma. Now, Jeffrey Cruikshank and Arthur Schultz, having uncovered a treasure trove of Lasker's papers, have written a fascinating and revealing biography of one of the 20th century's most powerful, intriguing, and instructive figures. It is no exaggeration to say that Lasker created modern advertising. He was the first influential proponent of "reason why" advertising, a consumer-centered approach that skillfully melded form and content and a precursor to the "unique selling proposition" approach that today dominates the industry. More than that, he was a prominent political figure, champion of civil rights, man of extreme wealth and hobnobber with kings and maharajahs, as well as with the likes of Albert Einstein and Eleanor Roosevelt. He was also a deeply troubled man, who suffered mental collapses throughout his adult life, though was able to fight through and continue his amazing creative and productive activities into later life. This is the story of a man who shaped an industry, and in many ways, shaped a century.

From Publishers Weekly When Albert Lasker dove head first into the ad game in 1898, it was a field of circus buskers and snake oil salesmen. A consummate perfectionist, Lasker changed the game and established dozens of new concepts, including copywriting, keyed ads, market research, soap operas, boxtop premiums, establishing a "reason

why" the consumer should buy, and "truth in advertising" (in order to sell a product as the "best," it truly has to be the best). Much like Mad Men's Donald Draper, Lasker was a genius at selling products, and Cruikshank and Schultz present him, warts and all, but don't limit their focus to Lasker's time in the game. Advertising was but the first of his many conquests. He used the skills he honed at Lord Thomas in politics, shipping, baseball, social services, and even art collecting. Despite its title, *The Man Who Sold America* isn't about advertising; it's about how Albert Lasker created and applied industry methods to all facets of society, revealing the industry's amazingly insidious reach into the every day. (c) Copyright PWxyz, LLC. All rights reserved.

From Booklist*Starred * No doubt, the overwhelming popularity of AMC's Mad Men television series will spawn any number of biographies, memoirs, and just plain fiction about life in advertising land way back when. Few will equal this well-notated narrative of the beginnings of promotional selling, along with its first practitioner, Albert D. Lasker, founder of the Lord Thomas agency (the predecessor of Foote, Cone Belding and its heirs and successors). Think raisins, Lucky Strikes, Sunkist orange juice, even the state of California as nascent advertising accounts. Yet Lasker's influence extended far beyond the miracle of his team's copywriting and the discovery of trackable response. A man driven to succeed in fields of what he deemed "significance," Lasker dabbled in politics (the campaign to elect President Harding), as a business owner (Van Camp packaging company and the Chicago Cubs, as two), and as a philanthropist. Yet this Texas-born, prone-to-depression entrepreneur was never quite convinced of the worth he brought to America nor of his enduring legacy. Writer Cruikshank (*Murder at the B School*, 2004, and others) and former advertising agency head Schultz help ensure, through copious research and easy-to-read prose, that Lasker will remain a critical linchpin in the U.S. that advertising helped build. --Barbara Jacobs "a must-read for anyone in advertising" - Advertising Age "excellent biography" - Advertising Age "rich and compelling" - Seattle Post-Intelligencer "The Man Who Sold America pulls back the curtain and shows us a remarkable life spent shaping much of the world we know today." - The Wall Street Journal, July 30, 2010 "Writer Cruikshank...and former advertising agency head Schultz help ensure, through copious research and easy-to-read prose, that Lasker will remain a critical linchpin in the U.S. that advertising helped build." - Booklist, August 16, 2010 "The Man Who Sold America is an intimate and unforgettable portrait of one of the most colorful, influential, and enigmatic Americans of the last hundred years: a human dynamo who left signature marks on the worlds of advertising, political campaigning, professional sports, and philanthropy. This book is indispensable to understanding how the world we live in came to be." - Thomas K. McCraw, Pulitzer Prize-winning historian and author, *Prophet of Innovation: Joseph Schumpeter and Creative Destruction* "Cruikshank and Schultz provide vivid details of Albert Lasker's revolutionary advertising and public relations career, launching and revitalizing beloved American brands. *The Man Who Sold America* tells a fascinating story, and reveals valuable lessons and insights for anyone interested in communications and the media." - Carol Cone, Founder, Cone Inc., and Managing Director, Edelman "How did one man boost the success of orange juice, toothpaste, Bob Hope, the American Cancer Society, Warren G. Harding, Kotex, Kleenex, and Planned Parenthood? How did he do it in the face of anti-Semitism and a lifelong struggle with mental illness? Read this remarkable book about the astounding Albert Lasker and find out." - William H. Draper III, venture capitalist and philanthropist "A man 'driven by a thousand devils,' the hyperactive Albert Lasker achieved both exceptional success and enduring significance—success in redefining the field of advertising and significance in his innovative and leveraged philanthropy. This engaging book brilliantly captures his dramatic story in a manner that simultaneously entertains and educates." - Thomas J. Tierney, Chairman, The Bridgespan Group "Imagine a man who combines the advertising gifts of a David Ogilvy, the political instincts of a Rahm Emanuel, and the lifestyle of a Jay Gatsby. Albert Lasker was just such a figure, though yours've probably never heard of him. Cruikshank and Schultz bring to life this unduly neglected character and show how he helped shape the media-besotted world we live in today." - Walter Kiechel, author, *The Lords of Strategy: The Secret Intellectual History of the New Corporate World* "A brilliant businessman and brand builder, political gadfly, art enthusiast, Chicago Cubs co-owner, generous philanthropist, and friend and confidante to some of the early twentieth century's sharpest and most creative minds, Albert Lasker was a charismatic, complex, sometimes tortured soul. Cruikshank and Schultz have skillfully chronicled his life with color and energy. A fascinating read." - Howard Draft, executive chairman, Draft "..." goes a long way to reintroducing Lasker as an industry trailblazer." - HBS Bulletin "...they have pulled back the drapes to reveal a rich life that profoundly shaped the American way of life in the 20th century." - HBS Bulletin