

A Big Life In Advertising Mary Wells Lawrence

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A Big Life In Advertising

From her role as fledgling copywriter at Doyle Dane Bernbach -- the agency that made big-car-obsessed America fall in love with the funny little Volkswagen -- to her brilliant campaign for Braniff Airways that had the flying public scrambling for seats on wild-colored planes to founding the fastest-growing ad agency in history, Mary Wells Lawrence's life in advertising couldn't be any bigger.

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A Big Life In Advertising. The first woman president of an advertising agency and the first woman CEO of a company on the New York Stock Exchange tells her "riveting story: How she shattered every glass ceiling and became a Madison Avenue legend."*. The first woman president of an advertising agency and the first woman CEO of a company on the New York Stock Exchange tells her "riveting story: How she shattered every glass ceiling and became a Madison Avenue legend."*.

A Big Life In Advertising by Mary Wells Lawrence

For those thinking about a life in advertising for themselves and for anyone who enjoys being transported by a great storyteller's art, Mary Wells Lawrence is the most energetic, passionate guide to the world of American advertising in all its brilliance, excitement, fun and craziness

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A big life in advertising. "A Touchstone book." The first woman president of an advertising agency and the first woman CEO of a company on the New York Stock exchange tells her "riveting story: How she shattered every glass ceiling and became a Madison Avenue legend."

A big life in advertising : Lawrence, Mary Wells : Free ...

An advertising pioneer's memoir of a successful career. A "big"

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life is apparently one that results in power and money. If that is the case, then Lawrence has certainly led such a life. A small-town girl who aspired to become an actor, Lawrence instead found her calling in advertising.

A BIG LIFE (IN ADVERTISING) by Mary Wells Lawrence ...

No way was her presentation "a big life"... unless your definition of a big life is celebrity accounts and shiny things. Admittedly, in small parenthesis below the monumental title are the words "in advertising"... but even so, this big life could be as big as an ocean - but it's a very SHALLOW one.

Amazon.com: Customer reviews: A Big Life in Advertising

A Big Life (In Advertising) There's a scene in Season Five of "Mad Men" when Pete Campbell, in an effort to drum up some publicity for Sterling Cooper Draper Pryce, gets a reporter interested in including the agency in a "New York Times Magazine" piece about hot new shops. When the article comes out, however, SCDP doesn't make the cut.

A Big Life (In Advertising) - The Agency Review

For those thinking about a life in advertising for themselves and for anyone who enjoys being transported by a great storyteller's art, Mary Wells Lawrence is the most energetic, passionate guide to the world of American advertising in all its brilliance, excitement, fun and craziness. The first woman president of an advertising agency and the first woman CEO of a company on the New York Stock Exchange tells her "riveting story: How she shattered every glass ceiling and became a Madison Avenue ...

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In her 2002 book, A Big Life in Advertising, Lawrence cited DDB partners James Edwin Doyle, Maxwell Dane, and William Bernbach as significant influences on her subsequent career. [4]

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Family [edit]

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A big life in advertising. [Mary Wells Lawrence] -- A personal portrait of American advertising from the 1950s through the 1980s follows the author's career, describing some of her campaigns and her role as the first female CEO with a company on the ...

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By Noreen O'Leary April 15, 2002 The 18 months Mary Wells Lawrence spent writing A Big Life in Advertising was a bittersweet period for the founder of one of advertising's greatest creative shops.

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