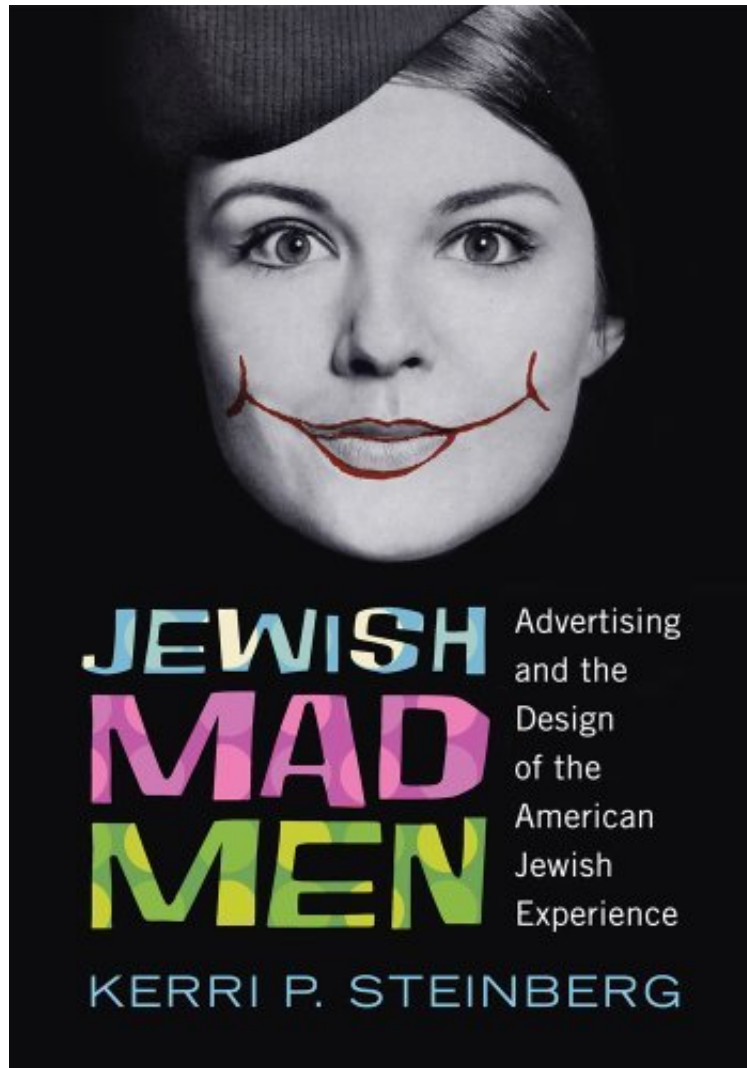


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Jewish Mad Men: Advertising and the Design of the American Jewish Experience

Kerri P. Steinberg

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Kerri P. Steinberg : Jewish Mad Men: Advertising and the Design of the American Jewish Experience before purchasing it in order to gauge whether or not it would be worth my time, and all praised Jewish Mad Men: Advertising and the Design of the American Jewish Experience:

0 of 0 people found the following review helpful. Four StarsBy ellen coleNice niche non-fiction to follow up on popular show strong on social history

It is easy to dismiss advertising as simply the background chatter of modern life, often annoying, sometimes hilarious, and ultimately meaningless. But Kerri P. Steinberg argues that a careful study of the history of advertising can reveal a

wealth of insight into a culture. In *Jewish Mad Men*, Steinberg looks specifically at how advertising helped shape the evolution of American Jewish life and culture over the past one hundred years.

"Steinberg explains in her informative *Jewish Mad Men*, an anti-Semitic climate existed in the advertising business even into the early 1960s. Jewish 'Mad Men' wrestled their way into mainstream firms, too, and became influential in imagining and promoting the American Dream and the Jewish American version. Although there was plenty of anti-Semitism in the so-called 'white shoe' ad world, this book is about the complexity of being Jewish and American in a field whose ultimate goal is to influence Americans' daily behavior. Steinberg effectively shows that when Jews became a consumer market, the advertising business realized it had to cater to them, forcing the creative demographic to change as well. Today's Madison Avenue is a mixed marriage, so that national ads do not focus on too many ethnic or religious distinctions. While that's great, it has rendered the brilliant, ethnically rooted ads, like Levys', harder if not impossible to find."