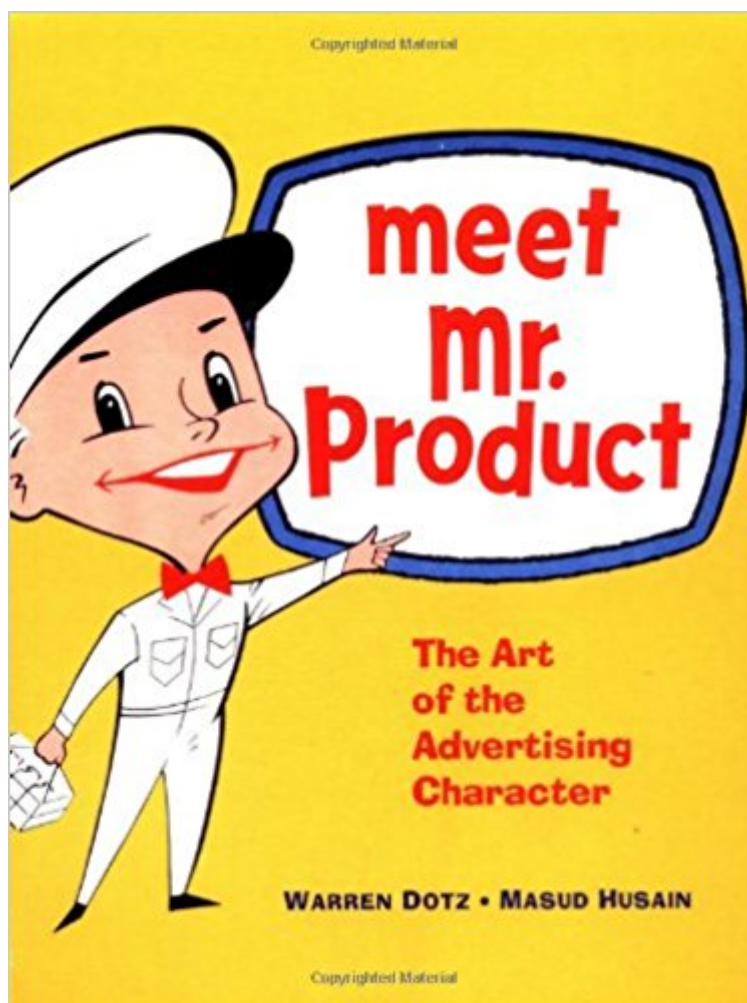


The book was found

Meet Mr. Product: The Art Of The Advertising Character



Synopsis

Here in Meet Mr. Product you'll find a vibrantly colorful tribute to such pop-culture icons as the Jolly Green Giant, natty Mr. Peanut, the Michelin Man, and the countless other advertising characters who have been helping us navigate the grocery aisles and choose our products for years. Offering up a bustling gallery of over 500 spokescharacters, this chunky compendium charts the origins and development of the advertising character and gives brief glimpses into some of their most intimate secrets. (Did you know that the Michelin Man has been spotted with glamorous ladies on his arm? Or that Borden's Elsie the Cow was married to Elmer of household glue fame?) Famous faces and a host of recently rediscovered characters fill Meet Mr. Product's pages to bursting.

Book Information

Paperback: 272 pages

Publisher: Chronicle Books; First Printing edition (February 1, 2003)

Language: English

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Product Dimensions: 5.3 x 1 x 6.8 inches

Shipping Weight: 1 pounds

Average Customer Review: 4.8 out of 5 stars 18 customer reviews

Best Sellers Rank: #563,873 in Books (See Top 100 in Books) #80 in Books > Arts &

Photography > Graphic Design > Commercial > Branding & Logo Design #115 in Books > Arts &

Photography > Graphic Design > Commercial > Advertising #254 in Books > Arts & Photography > Decorative Arts & Design > Design History & Criticism

Customer Reviews

"Warren Dotz and Masud Husain invite you to Meet Mr. Product"--Vanity Fair"Engaging"--Forbes"A great place to get ideas"--Fast Company"Lively and clear" "Every one of the peppy, bizarre, ever-confident crew comes across with the impact of blazing neon light"--NPR

Warren Dotz is a Berkeley, California-based author, consultant, and popular culture historian. His collection of advertising characters is one of the largest in existence. Masud Husain is a graphic designer and principal of Studio West Design in San Francisco.

This is a great reference for vintage advertising character illustrations from days past. I purchased it

mainly for inspiration, but it turned out to be a great source of nostalgia too. A number of my co-workers have flipped through it and remarked on remembering some beloved cartoon figure from their childhood. Highly recommend this book to anyone doing illustrations.

I love looking over all the creative, historical advertising trademarks. Very inspiring to have on your shelf. Great reference.

First off check the book's dimensions, it's about 5.5 inches by 6 inches. So it's a little small in size but there are a lot of glossy color pages so you definitely get a lot of material. On some pages there are 4 items to a page. Reproduction is good, paper is nice. Overall this was a good value.

Wow! just so incredible

So fun to look at the old characters for products, and will great for future inspiration.

Really great book, i had not much interest in advertising, but this book change my opinion, amazing mascots collection

ok

Very nice little book. I really enjoyed seeing all those advertising characters once again, many I had forgotten. Anyone who is old enough to remember these ads will like this book, good history of advertising also.

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