



The Golden Age of Advertising - The 70s

By Heimann, Jim And Steven Heller

Taschen, 2006. Hardcover. Book Condition: New. Dust Jacket Condition: Fine. First Edition. This specific hardback book is in new condition with a hard board cover that has sharp edges and corners and has a tight binding. The pages are clean, crisp, unmarked and uncreased. The dust jacket is in fine condition with barely detectable wear if any. We package all books in custom cardboard book boxes for shipment and ship daily with tracking numbers.; "Both eclipsed and influenced by television, American print ads of the 1970s departed from the bold, graphic forms and subtle messages that were typical of their sixties counterparts. More literal, more in-your-face, 70s ads sought to capture the attention of a public accustomed to blaring, to-the-point TV commercials (even VW ads, known for their witty, ironic statements and minimalist designs, lost some of their punch in the 1970s). All was not lost, though; as ads are a sign of the times, racial and ecological awareness crept into everything from cigarette to car advertisements, reminding Americans that everyday products were hip to the modern age. By the end of the decade, print ads had begun to recoup, gaining in originality and creativity as they focused on target...



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