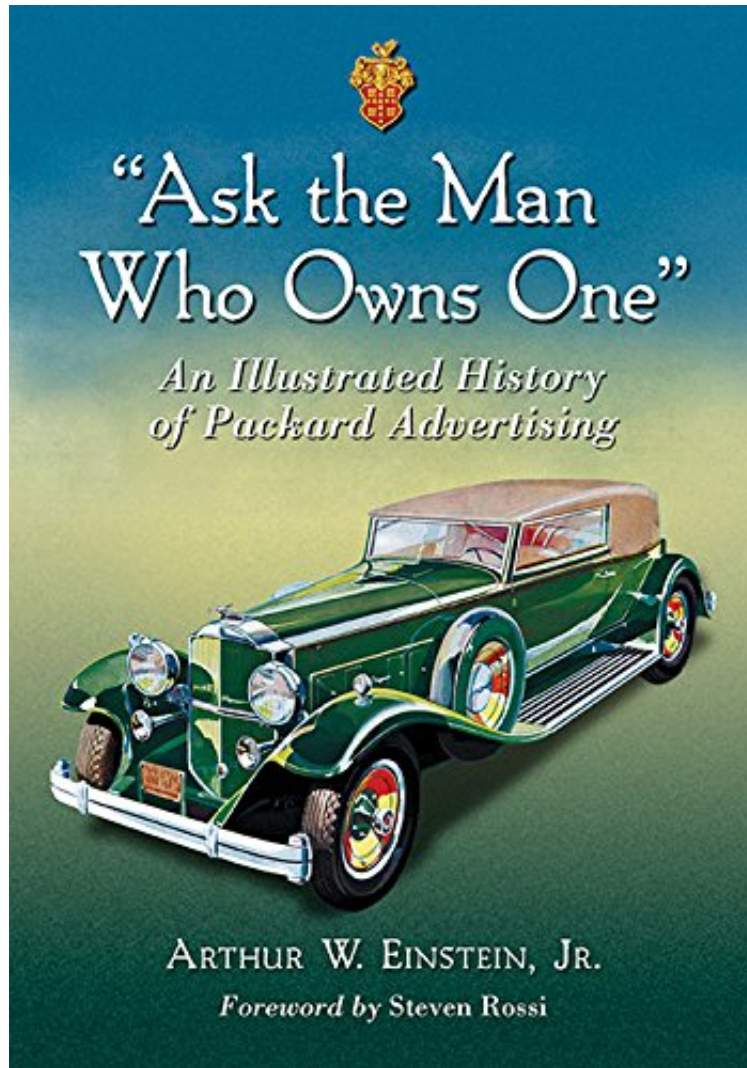


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"Ask the Man Who Owns One": An Illustrated History of Packard Advertising

Arthur W. Einstein

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Arthur W. Einstein : "Ask the Man Who Owns One": An Illustrated History of Packard Advertising before purchasing it in order to gauge whether or not it would be worth my time, and all praised "Ask the Man Who Owns One": An Illustrated History of Packard Advertising:

2 of 2 people found the following review helpful. Different Approach to Automotive History By William This is a great book written from a perspective of history to my knowledge not done before in relation to automobile manufacturing. Obviously many books have been written thru the decades about Packard. Most of course have written about its startup days, its glory days as one of America's darlings of industry, to its final day's and

demise. When you factor in the author's lifelong research and passion for the subject presented, you soon find yourself absorbed in the subject matter presented, seeing the history in a way most have not considered writing from. I highly recommend this book to anyone interested in America, its automotive history, industrialist American history as well as those whose passion is advertising and automotive memorabilia and history related to such. This book transcends many aspects of our nation's industrial age and glory. I applaud the author for his work and would hope another long forgotten high-end automotive manufacturer's advertising history could be presented in the future in the same format to show the contrast of business philosophies and advertising direction and styles. 2 of 2 people found the following review helpful. For the Packard Enthusiast! By Outshining I gave this book to my dad for Father's Day. When I got it, I was a little disappointed in the size and the lack of color pictures (there are some...). But he LOVED it! He has spent hours browsing through it, a few pages at a time and every time I've talked to him since then, he tells me how much he is enjoying the book. He owns a '46 Packard (in my mind, a mint green monstrosity) and has had many Packard cars throughout his life. He's 80 now, and just loves reading about the history of Packard advertising. Great choice - great book for the Packard lover in your life. 3 of 3 people found the following review helpful. Great Content By Mark I agree with the other reviewers here that this book is an excellent presentation of the history and advertising of the amazing Packard Corporation. The original advertisements themselves are worthy of framing and present a lifestyle most people could only aspire to achieve. My one disappointment with this book is the binding is inexpensive and the size is small. This is not a cocktail table book. Never-the-less, I am glad to have it in my collection.

A major force in the American automobile scene through the 1950s, Packard made a mark on American advertising as well. The cars themselves seemed built for promotion; the red hexagon in the hubcap, the yoke grille, and the half-arrow belt-line molding acted as a logo of sorts, setting a new standard in visual continuity and branding. The company's image became so firmly established, in fact, that Packard eventually ran advertisements which pictured the cars but purposely omitted the name, instead asking readers to "guess what name it bears." This book traces Packard's advertising history from 1900 through 1958, based on original research that includes several first-hand interviews with the people who made it happen. Filled with reproductions of Packard ads (some in color), the book looks beyond the surface to examine how the advertisements reflect and interpret the company's management and business convictions, how they were influenced by business conditions and competitive pressure, and how they changed with the times.

an interesting history...a joy for automobile and advertising enthusiast alike...highly recommended Choice; any Classic Car enthusiast with even a slight interest in Packard will be drawn to this book. It is a delight, covering the subject unlike any past effort I have seen Classic Car Club Bulletin; who better than a car loving advertising executive to pen a book on the advertising history of the Packard Motor Car Company Antique Automobile; filled with hundreds of the many special Packard newspaper and magazine advertisements...highly informative read Hemmings Classic Car; full of insights into a specialized area of endeavor that people outside that profession are not normally privy to SpeedReaders." About the Author An auto enthusiast and advertising executive, Arthur W. Einstein, Jr., lives in New York City.