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Mad Women

By Jane Maas

Transworld Publishers Ltd. Paperback. Book Condition: new. BRAND NEW, Mad Women, Jane Maas, What was it like to be an advertising woman on Madison Avenue in the sixties and seventies, that Mad Men era of casual sex and professional serfdom? Now, in her immensely entertaining and bittersweet memoir, Jane Maas reveals all.*Was there really that much sex at the office? *Were there really three-Martini lunches? *Were women really second-class citizens? Jane Maas says the answer to all three questions is unequivocally yes! Based on her experiences as a copywriter who succeeded in this primarily male jungle, and countless interviews with her peers, Mad Women gives us the full story. There is the junior account man whose wife almost left him when she found the copy of Screw magazine he's used to find a 'date' for a client, and the Ogilvy & Mather's annual Boat Ride, a sex-and-booze-filled orgy, from which it was said no virgin ever returned intact. Wickedly funny and full of juicy inside information, Mad Women also tackles some of the tougher issues of the era, such as unequal pay, rampant, jaw-dropping sexism, and the difficult choice many women faced between motherhood and career.



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