



# Where the Suckers Moon: The Life and Death of an Advertising Campaign

*Randall Rothenberg*

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## **Where the Suckers Moon: The Life and Death of an Advertising Campaign** Randall Rothenberg

Rothenberg chronicles the brief, turbulent marriage between a recession-plagued auto company and an aggressively hip ad agency (whose creative director despised cars), capturing both the ad world's tantalizing gossip and the broader significance of its creations. "Simply the best book about advertising I have ever read."--Neil Postman (Technopoly).

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