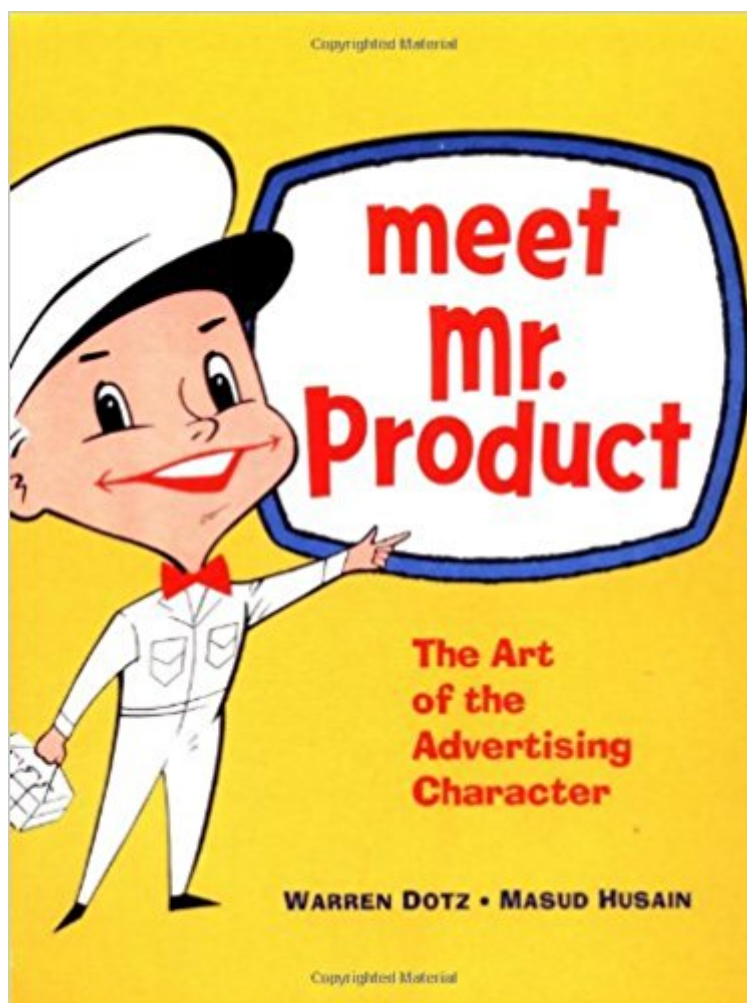


The book was found

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

ISBN-10: 0811835898

ISBN-13: 978-0811835893

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.

[Download to continue reading...](#)

Meet Mr. Product: The Art of the Advertising Character Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Mr. Product, Vol 2: The Graphic Art of Advertising's Magnificent Mascots 1960-1985 Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams Drawing for Product Designers (Portfolio Skills: Product Design) Hair Care Product and Ingredients Dictionary (Milady's Hair Care Product Ingredients Dictionary) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers ã Watch ... Finish (E-Commerce from Aã ãZ Series Book 3) Product Manager Interview: A Step by Step

Approach to Ace the Product Manager Interview at The Product Book: How to Become a Great Product Manager Strategize: Product Strategy and Product Roadmap Practices for the Digital Age The Principles of Product Development Flow: Second Generation Lean Product Development The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates. (Mastermind Roadmap to Selling on with FBA Book 2) Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product) Star Wars Miniatures Ultimate Missions: Rebel Storm: A Star Wars Miniatures Game Product (Star Wars Miniatures Product) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)