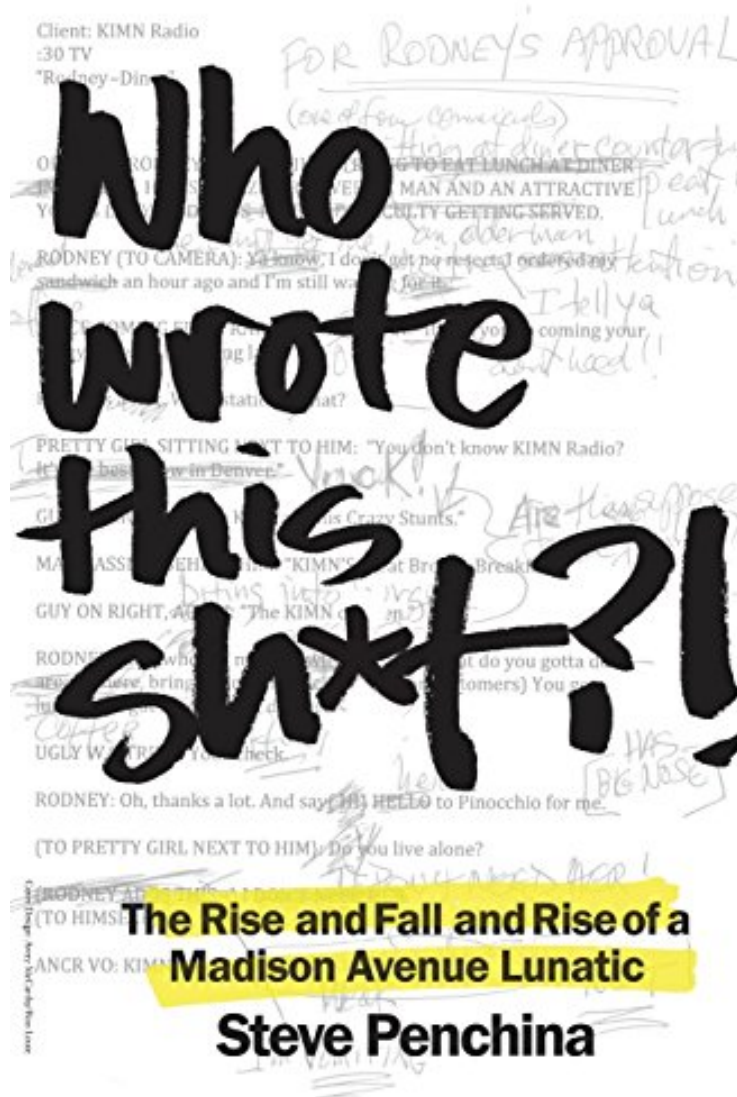


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Steve Penchina

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Steve Penchina : Who wrote this sh*t? The Rise and Fall and Rise of a Madison Avenue Lunatic before purchasing it in order to gage whether or not it would be worth my time, and all praised Who wrote this sh*t? The Rise and Fall and Rise of a Madison Avenue Lunatic:

0 of 0 people found the following review helpful. He has a good perspective on life By ecoell knew Steve in high

school. His personality hasn't changed and that's a god thing. I was an interesting story to follow. He has a good perspective on life. I enjoyed it. 6 of 6 people found the following review helpful. Picks Up Where Mad Men Left Off By William H. Bergman Penchina picks up where Mad Men left off. He was the next generation creative star trained by the masters of the 1960s creative revolution. If you have ever worked in the advertising business, this book is a MUST read. Steve is a very talented writer and provides a realistic glimpse into how the world of advertising evolved in the 80s. I highly recommend this book for any student or practitioner in the marketing world. 0 of 0 people found the following review helpful. Inspiring with a great sense of humor! By Binnorie This book paints a fun picture of the advertising business as seen through Steve Penchina's eyes. He went through a lot to get to where he got, but he sprinkled it all with humor the entire way. His story is not only inspiring for aspiring advertisers, but for any creative type, whether in advertising, design, music or visual arts. As a copy editor, I've gone through early iterations of this book a few times. Each time was both a joy and an inspiration. I highly recommend reading Steve's story!

In his new Madison Avenue-meets-Larry-David autobiography, legendary adman Steve Penchina picks up where Mad Men leaves off and never looks back. Go behind the scenes with Steve as he works with Howard Stern and Don Imus to create the irreverent, If we weren't so bad, we wouldn't be so good, campaign. Duck into Rodney Dangerfield's dressing room as he works with Steve on ad script and discover who really gets no respect. And witness the creative inspiration that births divine inspiration for Steve's iconic spot, The Monk, for Xerox. Penchina's book puts you desk side with Fortune 500 CEOs, under the desk for enthusiastic sex in the age of women's liberation, and behind the desk as he builds his multi-million dollar agency...one mistake at a time.

After the legendary Creative Revolution of the 60s introduced the Golden Age of mesmerizing concept advertising into American culture, a new group of ambitious, young Mad Men lived up to the heroics (and shenanigans) of their predecessors. One of those at the forefront was the fearless Steve Penchina, who goes all out telling the story in his action-packed new book, Who Wrote this Sh*t?!. --George Lois, One of the 100 Most Influential Advertising People of the Century (Advertising Age) Best Selling Author of nine books I was once conversing with a hotshot young agency CEO at an advertising awards ceremony when, all of a sudden, he fell mute and took on a look of awe. What happened?, I asked. That is Steve Penchina, the adman replied with hushed reverence. He invented the Merry Monk for Xerox. Who Wrote this Sh*t?! explains how Penchina created this and many of advertising's other most memorable campaigns. It ain't reverent, but you, too, will be awed. --Randall Rothenberg, Advertising columnist, the New York Times (1981-1987), Editor-at-Large, Advertising Age (1987-1993) Author of Where the Suckers Moon: The Life and Death of an Advertising Campaign In his wonderful new book, Who Wrote this Sh*t?!, Steve Penchina lets you in on the hilarious behind-the-scenes stories of a time in advertising that made the television hit Mad Men seem like Little Women. Read it and laugh until you weep as one of the founding fathers of the advertising creative revolution tells you what advertising was really like on the day when the lunatics took over the asylum. --Jerry Della Femina, Best Selling Author of From Those Wonderful Folks Who Gave You Pearl Harbor one of Advertising Age's 100 Most Influential Advertising People of the Century About the Author Recognized as one of advertising's most accomplished creative talents, Steve Penchina has won more than 350 awards, including 19 Clios, numerous Gold and Silver medals for The One Show, The New York Art Director's Club, The Andys, Addys, Effies, International Film Festival and Cannes Lions. The founder of Penchina, Selkowitz Inc., Penchina created award-winning campaigns, for Xerox, NBC, Newsweek, Citibank, Canon, Hertz, Fiat, BusinessWeek, CNBC, Japan Airlines, Proctor Gamble, and many more.