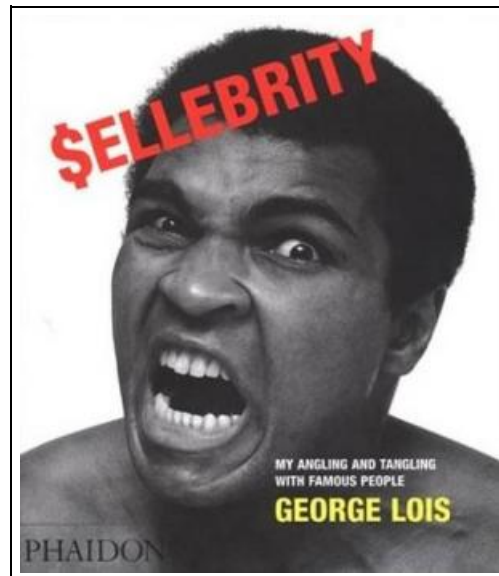


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Phaidon Press Ltd, United Kingdom, 2003. Hardback. Condition: New. New. Language: English . Brand New Book. Legendary American adman and image-maker, George Lois was a leader of the 1960s Creative Revolution and the mastermind behind an astonishing array of witty and audacious advertising and branding campaigns, political spots, public service announcements, and unforgettable magazine covers during his 50-year career. Among Lois creations are the I want my MTV campaign that first featured Mick Jagger; the introduction of Xerox culture showing a chimpanzee deftly making photocopies, the concept and name for the ubiquitous frozen-food product Lean Cuisine, dozens of controversial covers for Esquire magazine (including Andy Warhol drowning in a can of Campbells soup), and the legendary Think Small campaign for Volkswagen. Lois recounts all of these and more than 140 others in this historic and entertaining tome showcasing his most influential celebrity campaigns and covers, and featuring the super famous, from Jacqueline Onassis to Elvis. Illustrated with the original ads and images, \$ellebrity presents the stories behind the ads, explaining how each ad was conceived and produced, and the unexpected pitfalls, scuffles, and friendships that ensued as Lois angled and tangled with the stars. \$ellebrity embodies not only a mesmerizing personal album filled with exclusive insider information, but an incomparable defining document of the zeitgeist of an American era spanning over half a century - as seen through Lois dynamic eye.



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