

Jerome Mark Antil

"This is a must read for anyone who wants to know about marketing and everyone who needs to know how to market themselves.

~ Candace Maxian - Corporate Relations, Johnson Graduate School of Business, CORNELL UNIVERSITY

"Absolutely one of the top ten best advertising books of all time.

... a spellbinding insight into one man's passage from adman tyro to ad superstar." ~ Jeffrey Feinman, Founder & Former CEO Ventura Associates International, NY

"Antil spins an entertaining tale ... "

"...plucky narrative ...

...a rambling stroll through his coming of age years...

...a unique time in American history."

~ Foreword CLARION Reviews ★ ★ ★

"...salient details of a bygone era...

...persistence and nerve serve him well...

...Antil has written a comprehensive history ..."

~ Kirkus Reviews

"It is a profound work.

...memorialized into a beautiful narrative...two comparable works...J.D. Salinger's epic, **A Catcher in the Rye** and a film I put out, **Stand by Me** ...written by Stephen King...it's that good."

~Peter S. Sealey - Columbia Pictures (past President)

