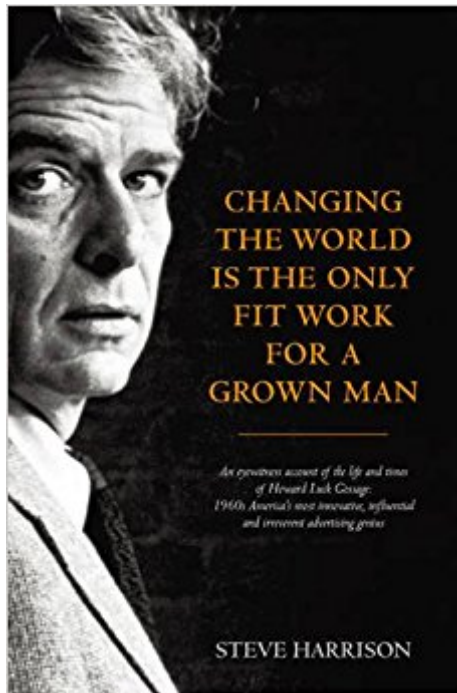


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# Changing The World Is The Only Fit Work For A Grown Man



## Synopsis

This is the story of a 'sixties adman who harnessed the big ideas of his age and set out to reinvent advertising - and then change the world. In so doing he introduced interactive, PR-generating stunts, and social media - way back in the 1960s. Then he used them to save the Grand Canyon, kick-start the Green Movement, free a Caribbean island and launch Wired magazine's 'patron saint', Marshall McLuhan. And he did it all with a flamboyance that inspired the likes of Tom Wolfe, John Steinbeck and the makers of the counterculture. His name was Howard Luck Gossage. These are his life and times.

## Book Information

Paperback: 208 pages

Publisher: Adworld Press (February 28, 2012)

Language: English

ISBN-10: 0957151500

ISBN-13: 978-0957151505

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 11.4 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 19 customer reviews

Best Sellers Rank: #559,152 in Books (See Top 100 in Books) #115 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #1151 in [Books > Business & Money > Marketing & Sales > Advertising](#) #1502 in [Books > Biographies & Memoirs > Professionals & Academics > Business](#)

## Customer Reviews

Howard Gossage and David Ogilvy are the two advertising titans I revere above all others. The insight Howard had for consumers and the general public was matched only by his respect for them. The overwhelming majority of us who never had the privilege of meeting the Socrates of San Francisco will have to settle for this book. Highly recommended.

Reading Steve Harrison's excellent account of the life of Howard Luck Gossage is a terribly humbling experience. Harrison details and connects the dots of this legendary writer/philosopher/humanitarian-- the creation of social marketing, P.R. buzz campaigns that created pop culture and the green movement, to name a few. Gossage did not run an ad agency, he headed a salon where artists and thinkers gathered, debated and exchanged ideas. From Gossage's fertile

mind and eloquent pen, he created earthquakes emanating from San Francisco and spreading throughout the world. Socrates said "the unexamined life is not worth living." Thanks to Steve Harrison, Gossage's life is examined and illuminated. A fascinating account of an interesting and revolutionary man. Treat your brain, read this book.

We all recognize the "creative revolution" that slapped the advertising industry awake in the 60s and early 70s. The documentary "Art & Copy" sums up the era very neatly by getting together many of the now wintry lions (and a few lionesses) who were in the creative vanguard - and some of the best of their offspring. But Steve Harrison reminds us that, at the same time, there was Howard Gossage, who was the most innovative and revolutionary thinker of them all. He was probably the "father" of both interactive advertising and social media. Harrison maps out the how and why it all came about while telling the fabulous tale of The Socrates of San Francisco. Many things Gossage said and did are mainstream today, but he said and did them nearly 50 years ago. I recommend it to anyone with an interest in advertising. Greg Pabst  
Program Director - Advertising at University of San Francisco

I had the privilege of knowing Howard. He was the only genius I ever met. I was in my 20s and knew him and his amazing group of friends during the last 3 years of his life . Must read. A book for anyone who wants a glimpse of real creativity, guts, humor and the heights of the human spirit in a man . Being around him was contagious ! Then you will know what you can do too: just different! Inspiring !

This is a marvelous book that thoroughly captivated me from beginning to end. The influential and incredibly creative Howard Luck Gossage is an inspiration and it is remarkable what a single, granted exceptionally intelligent, man could contribute to the world in a relatively short period of time. The brilliance of Gossage's writing and thoughts are seen and quoted in the book and his fabulous sense of humor had me laughing out loud. The story of this man is fascinating.

A friend turned me on to this story of a man named Gossage - one who changed the way advertising agencies worked. His story parallels the hit TV series Mad Men. Not only was he a creative genius, but Gossage was instrumental in saving the Grand Canyon. I could but wish I had been around then and had been able to know this remarkable guy. Mr. Harrison's writing has done full justice to his subject!

This isn't so much a book about advertising, as it is about stretching how we think. Meet Howard Gossage of San Francisco, a visionary who developed truly interactive advertising decades before the Internet was created. It's a fascinating read about a fascinating man and how he changed what's possible in advertising and in life.

What an excellent insight into the father of social media. If he were alive today I wonder what he would do with the social media phenomena that we see today. If you have an interest in marketing and advertising you must read it this one.

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