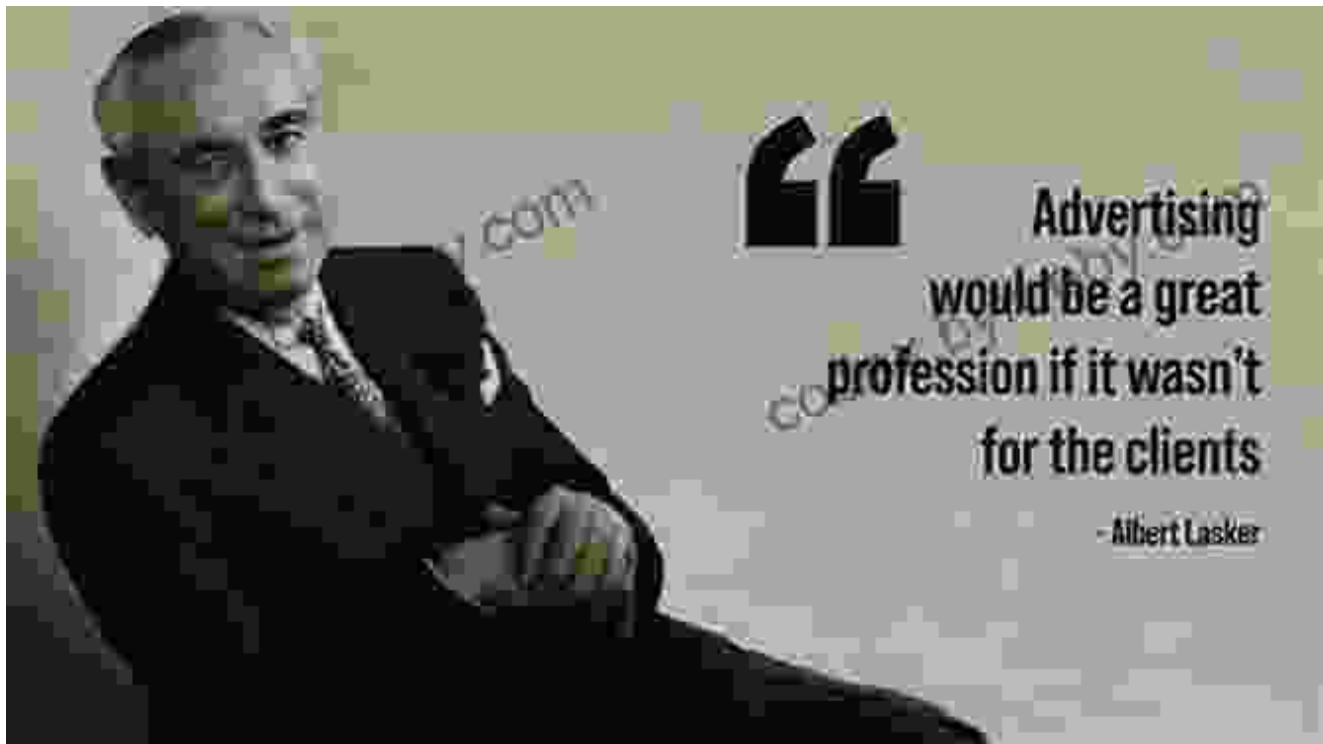


The Amazing But True Story of Albert Lasker and the Creation of Modern Advertising



The Man Who Sold America: The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century by Jeffrey L. Cruikshank

★★★★☆ 4.2 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 510 pages

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The Pioneer of Persuasion

In the annals of advertising history, the name Albert Lasker stands tall, heralded as the man who bestowed upon the industry its unparalleled brilliance and effectiveness. Lasker, a visionary entrepreneur with an astute grasp of human behavior, spearheaded a transformative journey that elevated advertising from a mere craft to a sophisticated science. Through his groundbreaking innovations and unwavering dedication, he laid the foundation for the modern marketing landscape we know today.

Humble Beginnings

Albert Lasker was born on May 1, 1880, in Freiburg, Germany. His family emigrated to the United States in 1891, settling in Chicago, where the young Lasker would encounter the nascent advertising industry. Driven by an innate curiosity and a burning desire to succeed, Lasker began his career as an advertising copywriter at the Lord & Thomas agency in 1903.

At a time when advertising was largely considered a disreputable undertaking, Lasker recognized its potential as a transformative force. He believed that advertising could not only boost sales but also inform and educate consumers, thereby benefiting both businesses and society.

The Genesis of a Marketing Titan

In 1908, Lasker co-founded the Lord & Thomas Chicago office, which quickly gained renown for its innovative and effective campaigns. Lasker's meticulous attention to research, rigorous testing, and targeted messaging set the industry standard for years to come.

Under Lasker's stewardship, Lord & Thomas became a powerhouse in the advertising world, handling major accounts such as Sunkist, Kellogg's, and

Borden. Lasker's ability to connect with consumers on a personal level, understanding their aspirations and fears, fueled the agency's remarkable success.

The Birth of Leo Burnett

In 1935, Lasker played a pivotal role in the founding of another legendary advertising agency, Leo Burnett. Recognizing the talent of young Leo Burnett, Lasker provided financial backing and mentorship, helping Burnett establish an agency that would revolutionize the industry with its memorable campaigns for brands like Allstate, Marlboro, and Pillsbury.

The American Association of Advertising Agencies

Beyond his accomplishments at Lord & Thomas and Leo Burnett, Lasker left an enduring legacy through his tireless advocacy for the advertising industry. In 1917, he was instrumental in the founding of the American Association of Advertising Agencies (4A's), a trade organization dedicated to promoting ethical standards and professional development.

As the first president of the 4A's, Lasker fought for the recognition of advertising as a legitimate profession. He believed that advertising could be a powerful force for good, promoting economic growth and social progress.

A Man of Many Talents

Lasker's influence extended far beyond the realm of advertising. He was a generous philanthropist, supporting numerous educational institutions and medical research endeavors. He also served as a close advisor to several U.S. presidents, including Franklin D. Roosevelt and Harry S. Truman.

A Lasting Legacy

Albert Lasker passed away in 1952, leaving behind an indelible mark on the world of advertising. His groundbreaking innovations, unwavering dedication, and passion for connecting with consumers transformed the industry into the powerful and influential force it is today.

Lasker's legacy continues to inspire generations of marketers and entrepreneurs. His belief in the power of advertising to inform, educate, and entertain remains the cornerstone of modern marketing practices.

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Discover the captivating story of Albert Lasker and his profound impact on the advertising industry in the newly released book, **The Amazing But True Story of Albert Lasker and the Creation of Modern Advertising**.

This meticulously researched and vividly written biography provides an intimate look into the life and accomplishments of this advertising legend. Through exclusive interviews and archival research, the book unveils the strategies, insights, and vision that shaped Lasker's extraordinary career.

Free Download your copy today and immerse yourself in the fascinating tale of the man who revolutionized the way we market and communicate.

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