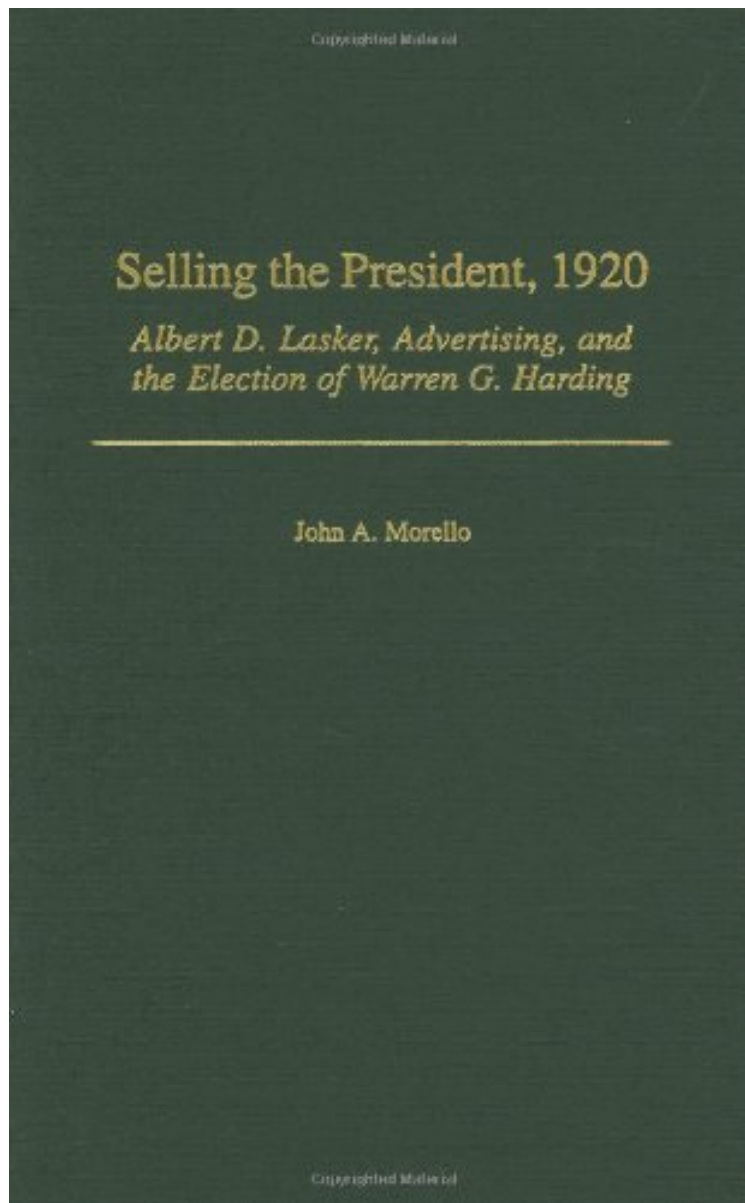


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Selling the President, 1920: Albert D. Lasker, Advertising, and the Election of Warren G. Harding

John A. Morello

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John A. Morello : Selling the President, 1920: Albert D. Lasker, Advertising, and the Election of Warren G. Harding before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling the President, 1920: Albert D. Lasker, Advertising, and the Election of Warren G. Harding:

3 of 3 people found the following review helpful. Selling the Front Porch Candidate By Dr. Watson This is a book not to be missed by those wanting to understand why Harding was elected. Harding, viewed by several political bosses as the "best of the second-raters," had many on-going adulterous relationships that needed covering up, not to mention his inability to really connect with the public. His tendency to, in his words, "bloviate" when speaking, was, in reality, speaking without substance. Albert D. Lasker was brought in by the Republican Committee to fix that, with his public relations and advertising expertise. Lasker was the past-master of what became known as "reason why" advertising, celebrity endorsements, and pre-emptive claims. All of these techniques were used in the Harding front-porch campaign. Albert Lasker is usually never mentioned by Harding biographers, but if you want to know how Harding, our worst president, could get elected, this book answers that question.

Modern advertising moved into the 20th century borne on many vehicles and distinguished by many techniques, three of the most frequently used being reason why advertising, celebrity endorsements, and pre-emptive claims. Best known for his reason why advertising, Albert Davis Lasker, president of the Lord Thomas Agency of Chicago, championed all three techniques, helping Lucky Strike Cigarettes, Van Camp's Pork Beans, and Sunkist Oranges become business successes. His least known but best work was in the political area, where he helped the Republicans gain control of Congress in 1918, and with the election of Warren G. Harding, recapture the White House in 1920. This book covers events leading to Harding's nomination and election and the key role Lasker played in his election. Bringing along the tricks he had used to sell soap, beer, cigarettes, and canned food, Lasker plunged into political advertising, forever changing the way political candidates are publicized.

... "Morello should receive high praise for the originality and depth of his research and the success with which he tells Lasker's story." -Enterprise Society: The International Journal of Business History "[J]ohn Morello tells his story with elegance, wit and intelligence." -H-Net s "Yacute;Juml;ohn Morello tells his story with elegance, wit and intelligence." -H-Net s? [J]ohn Morello tells his story with elegance, wit and intelligence.? -H-Net s?... Morello should receive high praise for the originality and depth of his research and the success with which he tells Lasker's story.? -Enterprise Society: The International Journal of Business History.. "Morello should receive high praise for the originality and depth of his research and the success with which he tells Lasker's story." -Enterprise Society: The International Journal of Business History "This book is a scholarly examination of one of America's pioneer advertisers who could sell anything, anywhere, to anyone. Morello's thoroughly researched, analytical, and objective conclusions, enhanced by an artistic style, convince the reader that Albert D. Lasker was a far more important businessman and political consultant than previously recognized. This is a must' read for anyone interested in advertising, business, political campaigning, or twentieth century American history. Every college library should have a copy." -Dr. Henry E. Everman Eastern Kentucky University "Morello's MS is engaging, entertaining, and well written. Lasker and Harding have rarely been studied together before, and Morello does an excellent job of reconstructing how Lasker's expertise in advertising and public relations shaped the 1920 presidential campaign. Given the current state of American politics--and, in particular, the pivotal role of television advertising in the presidential election campaigns--Morello's study traces the origins of one of the more consequential political developments of our day. Morello's study is wide-ranging, consistently informative, and fun to read." -Richard R. John Department of History University of Illinois at Chicago About the Author JOHN A. MORELLO is a History Professor in the Department of General Education at DeVry Institute of Technology, Addison, Illinois.