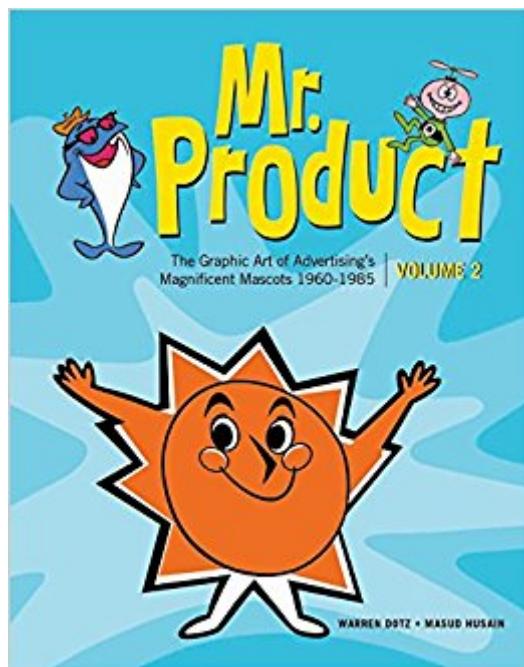


The book was found

Mr. Product, Vol 2: The Graphic Art Of Advertising's Magnificent Mascots 1960-1985



Synopsis

More Mr. Product! Meet the newest, hippest, grooviest characters of the '60s, '70s, and beyond. Introducing Cap'n Crunch, Goofy Grape, Chokey the Smog Dog, and hundreds of well-known and not-so-well-known personalities of the pop art era. In More Mr. Product, readers meet advertising characters of the 1960s, '70s, and beyond, completing the story so artfully introduced in Meet Mr. Product. This vibrant, colorful tribute to pop culture treats readers to icons such as Cap'n Crunch, Goofy Grape, and Chokey the Smog Dog, as well as hundreds of rare and little-known characters that surprise even the most avid collectors of advertising ephemera. Citing more than 30 significant historical events and their influence on design, this clever compendium of commercial art profiles the origins of the characters in popular culture. It also offers fascinating insights on the evolution of commercial design. Far-out faces and a host of expertly curated characters fill More Mr. Product's pages, making this the ultimate trove for designers, illustrators, and pop culture fanatics alike.

Book Information

Hardcover: 272 pages

Publisher: Insight Editions (April 14, 2015)

Language: English

ISBN-10: 1608873609

ISBN-13: 978-1608873609

Product Dimensions: 5.2 x 1.1 x 6.8 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 14 customer reviews

Best Sellers Rank: #299,787 in Books (See Top 100 in Books) #43 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #59 in Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

"Any designer, art director, or fan of advertising history would love these books." *Ad Pulp* They're Great! The enduring charm of advertising characters. The Atlantic: If you're an illustrator, designer or simply a fan of popular culture, these carefully-curated tomes are well worth checking out. *Graphics* Stunning and profusely illustrated. Carefully curated and meticulously assembled with an eye toward producing a larger narrative. *Print*: Two solid

visual archives, well-made with sewn binding and spot varnished covers. One of my prized design book purchases. These two books are put together with intelligence and flair. Beautifully art directed, and filled with delightful, eye-catching images. Animation Scoop. Offering up fascinating tidbits on hundreds of spokes-characters. Examiner. Page after page of colorful, whimsical, deliciously designed ads that have lured consumers to buy their products. Boing Boing

Warren Dotz is a collector of pop culture ephemera and the author of 11 books on advertising, design, and commercial label art. His commentary has appeared in Advertising Age, Adweek, and the New York Times Magazine. He divides his time between San Francisco and New York City.

I purchased this along with volume one together and this is my review for the first volume. It applied to this one, too: This book is everything I had hoped for and more! It is jampacked with art and is exactly what I had been searching for. I'd been wanting a book with vintage character advertisement art to use as reference for an art project and this is so full of goodies! It is quite a thick little book and a wonderful addition to my library. Also a great glimpse into the history of some well-known companies and the mascots they created. Before the Quik bunny, there was a little man named Mr. Pick Quik. Hi-C had a giraffe character named Hi-Cecil. Burger King's original King was a fat, jolly cartoon. I bought both this volume and volume 2 together. You won't regret this purchase!

Get this book and Meet Mr product volume 1. also! IT'S PURE GOLD! You will love them! If you are a graphic artist like I am, these two volumes are unbelievable. These compact, 5 and a half by 7 inch books are 1 inch thick and heavy. Hundreds of character logos in each individual book alone. If you grew-up in the 60's or 70's, it's like seeing hundreds of old friends and some that you never knew existed.

This is a wonderful follow up to the first MEET MR. PRODUCT book! I love every page of this and the quality for the price is unbelievable! I appreciate good books and this is definitely one of them! The graphics are top notch and the information is wonderful too! I hope there is a MR. PRODUCT Volume 3! Also, pick up the NEW hardcover of MEET MR. PRODUCT! You won't be sorry...much improved! Warren Dotz and Masud Husain deserve kudos!

This book is a perfect coffee table book. Everyone that comes over loves to look through it!

Just a fun book seeing all the great graphic art of all the characters ever used for advertising. Love seeing characters from products I don't ever remember. Wish we could go back to that time again!

Great, fun book! Thanks!

awesome book! as an illustrator, I really enjoyed seeing all of the different art styles from 1960-1985!

More text than I would have wanted, and its not as comprehensive as the first volume. Still a lot of fun.

[Download to continue reading...](#)

Mr. Product, Vol 2: The Graphic Art of Advertising's Magnificent Mascots 1960-1985 Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) The Civil Rights Movement & Vietnam: 1960-1976- Graphic U.S. History (Saddleback Graphic: U.S. History) World War II & the Cold War: 1940-1960- Graphic U.S. History (Saddleback Graphic: U.S. History) Meet Mr. Product: The Art of the Advertising Character Pop Manga: How to Draw the Coolest, Cutest Characters, Animals, Mascots, and More Chibis, Mascots, and More: Christopher Hart's Draw Manga Now! Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams Drawing for Product Designers (Portfolio Skills: Product Design) Hair Care Product and Ingredients Dictionary (Milady's Hair Care Product Ingredients Dictionary) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers Ã¢â€œ Watch ... Finish (E-Commerce from Ã¢â€œZ Series Book 3) Product Manager Interview: A Step by Step Approach to Ace the Product Manager Interview at The Product Book: How to Become a Great Product Manager Strategize: Product Strategy and Product Roadmap Practices for the Digital Age The Principles of Product Development Flow: Second Generation Lean Product Development The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books)

The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates. (Mastermind Roadmap to Selling on with FBA Book 2)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)