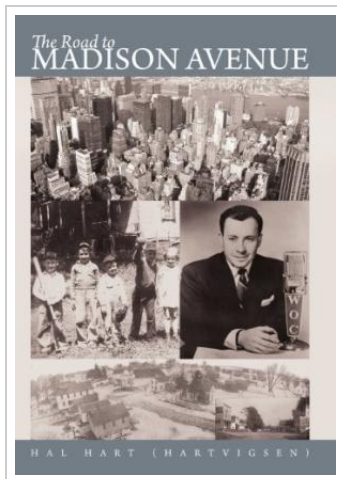




The Road to Madison Avenue (Hardback)

By Hal Hart (Hartvigsen)

AUTHORHOUSE, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Road to Madison Avenue, a memoir, traces Hal Hart's life from an Iowa farm village during the Great Depression to Madison Avenue. The accounts of his life range from humorous to serious, and for business executives, are instructive. His stories about working with corporate clients are textbook examples of how he resolved many public affairs issues. A major story is his successful seat belt promotion while president of a local Safety Council. The 1961 promotion influenced Detroit car makers to install seat belt anchors in new cars and police and highway patrols to include seat belt usage in vehicle accidents. Because of his auto industry background in public relations and publishing, a Madison Avenue public relation agency chose him to head a program that successfully countered proposed federal legislation to control the vast automotive industry. His Peanuts Gang and early life in Elwood, are described poignantly in a manuscript the author found forty-five years after he had written it as a thirteen-year-old. The story of his Yorkshire Terrier, Thatcher, will bring tears to your eyes. The sports story of Frankie...



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Reviews

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