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More Mr Product: The Graphic Art of Advertising's Magnificent Mascots 1960-1985

By Warren Dotz, Masud Husain

Insight Editions, Div of Palace Publishing Group, LP. Hardback. Book Condition: new. BRAND NEW, More Mr Product: The Graphic Art of Advertising's Magnificent Mascots 1960-1985, Warren Dotz, Masud Husain, "Mr. Product Volume 2" takes up where "Meet Mr. Product Volume 1" left off, illustrating the story of the advertising mascot in America in the 1960s, '70s, and '80s. 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 will surprise even the most avid collectors of advertising ephemera. Citing more than thirty significant historical events and their influence on design, this clever compendium of commercial art profiles the origination of the characters in popular culture, and offers fascinating insights on the evolution of commercial design. Far-out faces and a host of expertly curated characters fill "Mr. Product Volume 2" s pages, making this the ultimate trove for designers, illustrators, and pop culture fanatics alike, and a must-have for those who own "Meet Mr. Product Volume 1" and are looking for the comprehensive collection of advertising art."



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