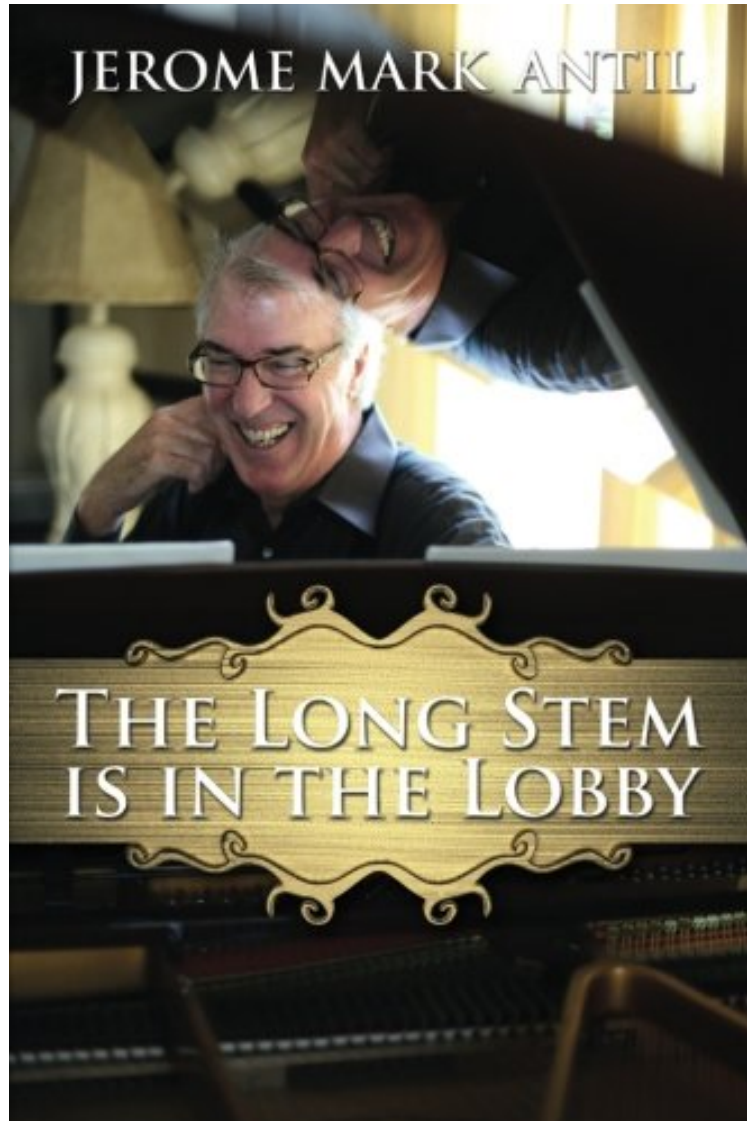


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The Long Stem Is in the Lobby

Jerome Mark Antil

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Jerome Mark Antil : The Long Stem Is in the Lobby before purchasing it in order to gage whether or not it would be worth my time, and all praised The Long Stem Is in the Lobby:

0 of 0 people found the following review helpful. This is a must read for everyone who wants to ...By Candace MaxianThis is a must read for everyone who wants to know about marketing and everyone needs to know how to market themself!0 of 0 people found the following review helpful. One of the best advertising books of all timeBy Jeffrey FeinmanHaving sold my marketing/promotion company to a New York Stock Exchange company people

would always ask "whats the business really like?". Then after the TV show Mad Men I got the same question. Jerome Mark Antil's book "The Long Stem is in the Lobby" tells it best! Absolutely one of the top ten best advertising books of all time. Here's a spellbinding insight into one man's passage from adman tyro to ad superstar. Watch a fantastic career including the rejection, acceptance, humor, joy, heartbreak, happiness and the pathos and poignancy known as marketing. Antil is a brilliant writer able to provide a front row seat to one man's career pilgrimage. I of 1 people found the following review helpful. Really Good Read By Steve, NY At first I didn't know what to make of a novel a lot about marketing, but being in professional sales in some capacity my whole life I wanted to give this a read. I'm sure glad I did! First of all, Mr. Antil can really tell a story. The way he writes is captivating. Its humorous, intriguing, and very informative in the way that you read it and think you ought to think that way with relation to business. Just a great book.

Reminiscences of a young writer 1959 -1973. It's a tender first love gone desperately awry. Three hundred pages or more of a journey from a self-imposed homelessness one college freshman summer to one of setting standards and breaking records in the world of marketing time after time. All documented, it's an adventure story and a marketing textbook. A story of how three great mentors, the author's own father, (a marketing genius); a university vice president, (President of Public Relations Society of America); and ultimately a Proctor and Gamble marketing whiz kid on his way to becoming the head of marketing for world renown Coca Cola and Columbia Pictures were all the serendipity this young writer needed to learn how to fly with eagles and how to land on the top of the pile in any adventure he undertook. They picked up the pieces of a broken heart in stages and put this complicated Humpty-Dumpty back together one episode at a time. Read how they each inspired him, at the exact time he needed their genius, and how he listened and learned how to ultimately grapple with television advertising's coming of age while many others still groped. Learn his devotion to his first true love and ultimately how he got himself through his own awkward coming of age. It's full of love, laughs, tears and inspiration, and it's all true.

FOREWORD - NON FICTION HUMOR - BOOK OF THE YEAR FINALIST This plucky memoir provides clear and personal episodic glimpses into a unique time in American history. Come and take a walk down memory lane, back to 1959, and watch America change through the eyes of Jerome "Jerry" Antil. In *The Long Stem is in the Lobby*, Antil takes a rambling stroll through his coming-of-age years, from his wide-eyed first days at college, through his reckoning with racial prejudice, to his successful advertising career. Antil's reminiscences serve as a sort of written scrapbook, offering episodic glimpses of one person's experience of a unique time in American history. The friendly grin in his cover photo and the buoyant tone of his writing give the impression that Antil is a likable guy. He can be self-effacing and poke fun at himself, but never lets himself get down for long. For instance, he describes his extravagant efforts to keep his first girlfriend from entering a convent-private jet rides and impossibly expensive gifts-but doesn't dwell on his heartbreak when she sticks with her plan. Instead, he turns it into a lesson in "flair," the go-the-extra-mile style that becomes his stock-in-trade in the advertising business. Clearly written dialogue brings readers into a variety of scenes from Antil's life, from dorm rooms to boardrooms. So, too, do period details like the "ratatattattattattat" of a newsroom typewriter and the astonishing fact that fifty dollars would buy a respectable car in 1961. Most moments are fairly light, with little space given to reflection or introspection. Even the more historically significant moments-when Antil learns that Alabama Governor George Wallace won't let his basketball team play against teams with black players, for example-are unembellished. Antil spins an entertaining tale about his own plucky response to Governor Wallace, but he doesn't delve deeply into how moments like this affected his personal growth. Instead, he moves briskly on to the next event. The chronological approach offers a clear structure, but as Antil's career unfolds in the second half of the book, the connecting message or theme isn't always evident. Antil's professional successes do eventually allow him to do his own part to address racial inequalities in segregated city communities, but this isn't a story about doing good deeds. Instead, it is the tracing of a career trajectory, with details of deals done and contracts signed. Some of these are fascinating-the clearly sexist story behind the Duncan Hines cake mix, for instance-but trimming a little from the comprehensive reporting of each promotion and job change would better sustain attention. Antil closes with a collection of photographs and newspaper clippings-his glory days as a six-foot-ten "long stem" of a basketball player feature prominently-adding to the overall scrapbook feel of the book. *The Long Stem Is in the Lobby* may not offer earth-shattering revelations or intimate confessions, but it brings a clear, cogent, personal perspective to bear on a unique slice of American history. About the Author Jerome Mark Antil is the seventh child of a seventh son - of a seventh son. Born at sunrise it's been told by Mary Holman Antil and Michael C. Antil Sr., that he was the first of eight siblings to stay awake all day and sleep through the night from the moment he was born. "I remember the Pearl Harbor attack announced on our Zenith radio before I could walk. I heard Edward R. Murrow reporting the War from London...and the scratchy battle-weary ship-to-shore Morse code messages on radio while my diaper was being changed". Heartfelt fare of family and friendship - light-hearted nostalgia from the 1940s and 1950s are his favorite subjects. He revels at capturing in good detail what it was like being a kid living in a world at War and its long shadows. When the War ended, he grew up in Delphi Falls, which provided the setting for *The*

Pompey Hollow Book Club and The Book of Charlie. "My dad was a baker from the 1929 Great Depression through the post-War 1950s. As a young boy, I'd ride with him all throughout central and northern New York visiting grocers and U.S. Army bases; baseball parks and bread lines as he sold his bread, hot dog buns, pies and cakes. My Dad was 'Big Mike' and I loved listening to his timeless stories and tall tales - stopping at fishing holes along the way. All day rides with Big Mike - his Buick my Steamboat - his grand stories and an entire world at War my Mississippi." As an adult Jerry worked as a proof reader and printer's liaison, he later wrote and produced industrial sales and training films. An accomplished writer for public relations and advertising agencies, he would become Chief Marketing Officer for several prominent U.S. companies. Jerry's favorite authors are: (John Steinbeck) "Steinbeck could peer through a peephole of a person's soul." (Ernest Hemingway) "Grandpa Hemingway could establish character in a single sentence." (Sir Arthur Conan Doyle) "His Sherlock would keep me as eager for the next clue and accompanying anecdote as for the crime's solution." (Mark Twain) "Samuel Langhorne Clements was an irreverent observer of human foibles. His stand up was thought provoking, deceptively caustic."