



# Meet Mr. Product: The Art of the Advertising Character

*Warren Dotz, Masud Husain*

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## **Meet Mr. Product: The Art of the Advertising Character** Warren Dotz, Masud Husain

Here in Meet Mr. Product you'll find a vibrantly colorful tribute to such pop-culture icons as the Jolly Green Giant, natty Mr. Peanut, the Michelin Man, and the countless other advertising characters who have been helping us navigate the grocery aisles and choose our products for years. Offering up a bustling gallery of over 500 spokescharacters, this chunky compendium charts the origins and development of the advertising character and gives brief glimpses into some of their most intimate secrets. (Did you know that the Michelin Man has been spotted with glamorous ladies on his arm? Or that Borden's Elsie the Cow was married to Elmer of household glue fame?) Famous faces and a host of recently rediscovered characters fill Meet Mr. Product's pages to bursting.

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