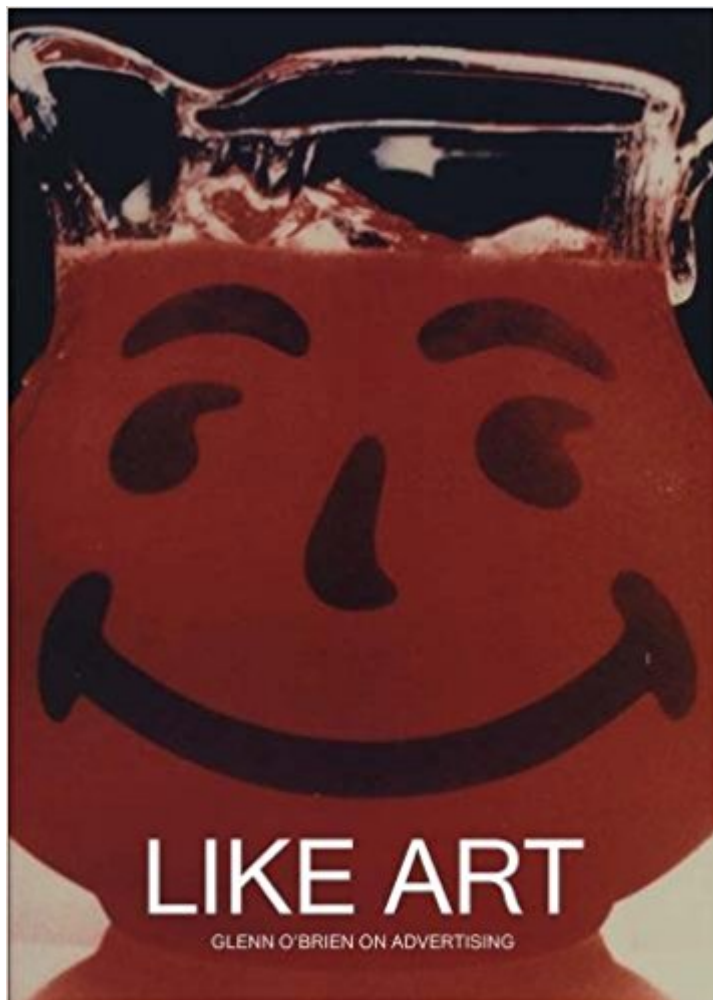


The book was found

Like Art: Glenn O'Brien On Advertising



Synopsis

"Everybody wants a little luxury in life, whether it's state-of-the-art high-tops or something large and 24 carat. It's only human. | Luxury is a sign of hope and belief in one's self," wrote Glenn O'Brien the prolific writer, editor, creative director and New York staple in a 1990 article for Artforum magazine. O'Brien's words have proven decidedly true, as has much of his writing from the Artforum column on advertising he penned from 1984 to 1990. With prescience and panache, O'Brien wrote on such diverse topics as advertising in Japan, the Buy American campaign, Burger King, tobacco and alcohol ads, condoms, Max Headroom, computer games, the relationship between advertising and art, and much more. Now collected in their entirety for the first time, the 38 articles are accompanied by a preface by Jeffrey Deitch and an introduction from O'Brien, as well as a previously unpublished dialogue on consumer culture from the same period.

Book Information

Paperback: 248 pages

Publisher: Karma, New York (May 23, 2017)

Language: English

ISBN-10: 1942607482

ISBN-13: 978-1942607489

Product Dimensions: 6.5 x 0.8 x 9.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #692,374 in Books (See Top 100 in Books) #91 in Books > Arts &

Photography > Individual Artists > Essays #131 in Books > Arts & Photography > Graphic

Design > Commercial > Advertising #3767 in Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

O'Brien treats ads as art objects, which is to say he understands that most of them are meaningless, even if their effects on us aren't. (Dan Piepenbring The Paris Review)

Glenn O'Brien is an American writer largely on the subjects of art, music and fashion and editor. He was the first editor of Interview from 1971 to 1974, and was a music critic for the publication in the punk era, with the influential column "Glenn

O'Connell, John, and John O'Connell. "The Style Guy." *Beat*. O'Connell was featured for many years as "The Style Guy" in *GQ* magazine, and published the arts and literature magazine *Bald Ego* from 2003 to 2005. His books include *The Style Guy* and *How to Be a Man*.

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

Like Art: Glenn O'Connell on Advertising Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Virtuoso: The Life and Art of Niccolò Paganini, Franz Liszt, Anton Rubinstein, Ignace Jan Paderewski, Fritz Kreisler, Pablo Casals, Wanda Landowska, Vladimir Horowitz, Glenn Gould Wondrous Strange: The Life and Art of Glenn Gould BUENOS AIRES Travel Guide. What To Know Before You Go: The uncommon guidebook and insider tips for Buenos Aires, Argentina. Know Like a Local. Go Like a Local. Live Like a Local. Know Your Onions - Graphic Design: How to Think Like a Creative, Act like a Businessman and Design Like a God Matthew O'Brien: The Big Match (Cystic Fibrosis Education Book 1) The O'Brien Book of Irish Fairy Tales and Legends O'Brien's Collecting Toy Cars & Trucks, Identification and Value Guide, 4th Edition Engineering Design: An Introduction 2nd (second) Edition by Karsnitz, John R., O'Brien, Stephen, Hutchinson, John P. [2012] Casenote Legal Briefs: Family Law, Keyed to Wadlington, O'Brien, and Wilson, Seventh Edition Deep Fried and Pickled (The Rachael O'Brien Chronicles Book 1) Toad in the Hole (The Rachael O'Brien Chronicles Book 4) Hot Tamale (The Rachael O'Brien Chronicles Book 8) Deviled Ham (The Rachael O'Brien Chronicles Book 10) Jim O'Brien: Bucking the Odds Shadow of the Hangman (The Brothers O'Brien Book 2)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)