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Review of *Advertising Realities* by Wes Perrin

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that they may have given offense to a student.

A more readable book describing sexual harassment on campus is *The Lecherous Professor* by Billie W. Dziech and Linda Weiner. A more readable discussion of the communication gap between men and women is *You Just Don't Understand* by Deborah Tannen.

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■ Perrin, Wes (1992). *Advertising Realities*. Mountain View, Calif.: Mayfield Publishing Publishing. \$13.95.

This book looks inside an advertising agency of the 1990s, although the title would never give the topic away. The book gives a broad and fairly basic overview of agency functions. The exceptions are two chapters which seem more appropriately targeted to readers already in the business. Here, the author may have fallen into the trap marketers try to avoid today — trying to be all things to all people.

The author has the credentials to write about the advertising business, having spent 20 years in the agency business and five on the client side. He is co-founder of Borders, Perrin, and Norrander, a regional ad agency that grew into one of the largest in the Pacific Northwest.

Chapter 1 gives an insightful breakdown of each of the major departments in an ad agency: account services, media, creative, research, production. The chapter goes on to address the separate issues of the creative philosophy of an agency and the role of the public relations function in an ad agency. These issues could have easily been given greater attention in separate chapters.

Chapter 2, titled "Coping with Clients," addresses a variety of topics and includes a typology of good and bad cli-

ents. The chapter also discusses means of managing each type. Tips on how to sell the "creative idea" and how to present research information to different clients are covered. The author emphasizes the limitations in external validity of the focus group method, a common problem. However, Chapter 1 also discussed this point.

In addition, Chapter 2 discusses agency compensation, profit margins, bill collecting, and entertainment expenses. Again, some of this material seems out of place, belonging either in a separate chapter on agency operations, or in another book.

Chapter 3 covers a beginning employee's day-to-day survival in an ad agency. Topics include the tedious tasks of working on collateral materials for clients, working with small budgets, courting new business, the "agency review" process, and the importance of handling daily details. It is one of the most informative chapters in the book.

Chapters 4 and 6 seem out of place in this book. Chapter 4 focuses on what is wrong with current account managers. Although there is value in "learning from other people's mistakes," few inexperienced people jump immediately into account management and, therefore, would find it difficult to relate to many of the chapter's points.

Chapter 6 seems misplaced because it promotes the need for tougher professional standards for advertising practitioners. Perrin advocates a bar exam to certify people in the advertising business. This chapter seems better suited as a journal or trade magazine article.

Chapter 5 outlines Perrin's philosophy on how to get a job in advertising. He eschews the MBA, lauds liberal arts degrees, and encourages students to try sales jobs before entering an ad agency to understand better how consumers think.

The book includes a nice list of additional readings and a glossary of terms. It is unclear, however, why a glossary of

media terms is included in Chapter 1, then is duplicated in the end glossary.

Instructors might find *Advertising Realities* a nice complement to an undergraduate course that covers ad agency functions (e.g., principles, management). However, faculty may find it difficult to combine this cost with that of a main text.

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■ Tebbel, John, and Mary Ellen Zuckerman (1991). *The Magazine in America 1741-1990*. New York: Oxford University Press. Hardback. 433 pp. \$35.

The Magazine in America, appearing on the 250th anniversary of American magazines, is a timely addition to the literature of magazine journalism. This general history begins with an account of America's first two magazines in 1741 and ends with a chapter titled "New Horizons" and brief overviews of magazine videos, electronic publishing, and other emerging technologies of the 1990s.

In between, the book's 26 chapters are divided into four parts: The Creation of Magazine Audiences (1741-1865), The First Great Change (1865-1918), Developing New Audiences (1919-1945), and Magazines since the Second World War (1946-1990).

While the structure and organization is more or less chronological, each of the four sections includes chapters devoted to specific topics or types of magazines. These include, among others: men's, women's, ethnic and minority, general interest, intellectual and opinion, alternative, and business magazines.

The majority of its chapters cover the 20th century. This focus is also its major strength. The authors admit that for the period 1741 to 1905, "the rock on which all research must rest is the four volumes of Frank Luther Mott's *A History of Magazines in America*. While relying heavily

on it, they say, "We have also viewed his work through the eyes of later research and the perspectives provided by recent social and cultural historians."

The most interesting parts of the book deal with the personalities and social and economic forces behind the origins of today's most highly recognized titles: *Time*, *Newsweek*, *Reader's Digest*, the *New Yorker*, and the "seven sisters" (women's magazines), as well as almost any of the major titles.

For example, we hear about the *New Yorker* founder Harold Ross' prospectus to financial backers in 1925: "The *New Yorker* will be the magazine which is not edited for the old lady in Dubuque. It will not be concerned with what she is thinking about," Ross wrote.

The authors give considerable attention to the rise and fall of the general interest magazines, such as *Life*, *Look*, and *Collier's*, and describe instances of mismanagement and mediocre leadership, which contributed as much to their fall as the rise of television and audience fragmentation.

Sometimes the authors border on breeziness with only perfunctory reports of certain segments of the industry. For example, they skip over religious publications with the disclaimer that "to address the subject in all its multifaceted complexities, would require far more space than can be given it here." Instead, they give us a four-page account of *Christian Century*, which they say "may illustrate how the Protestants, at least, through the ecumenical *Christian Century*, confronted the intellectual issues of the times." No mention is made of *Guideposts* or *Christianity Today*, which have much larger circulations.

The authors do not include footnotes, but do try to mention their sources within the text. The reader can then refer to a 14-page bibliography, whose four sections correspond to the book's main divisions.

The book's strength is that it is so thorough, detailed, and readable. The fo-