

Madison Avenue Manslaughter

An Inside View of Fee-Cutting Clients, Profit-Hungry Owners and Declining Ad Agencies

by Michael Farmer



Non-Fiction - Business/Finance

221 Pages

Reviewed on 05/28/2017

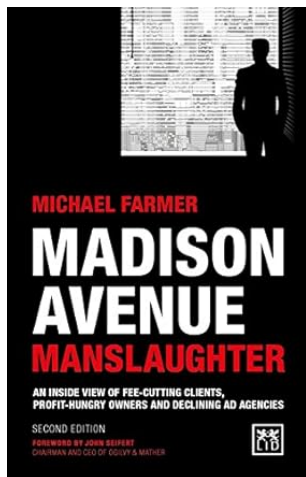
Book Review



Reviewed by Sefina Hawke for Readers' Favorite

Madison Avenue Manslaughter (An Inside View of Fee-Cutting Clients, Profit-Hungry Owners and Declining Ad Agencies) by Michael Farmer is a non-fiction book on business and finance. This is a book that would appeal most to an adult audience of those who either work in or are interested in the advertising industry. Advertising agencies are facing destruction due to increased workloads and declining fees, but there is still hope for them. Michael Farmer exposes the real problems that advertising agencies face in the modern world, and shows how to overcome these problems in order to fix the advertising industry and make it sustainable. What would happen if the advertising industry collapsed on itself with no hope of revival?

As a blogger and freelance writer, I found Madison Avenue Manslaughter by Michael Farmer to be a very interesting book. Michael Farmer clearly displays both his knowledge and expertise in writing this book in such a way that those without professional advertising or marketing experience could still understand it. Prior to reading this book, I had not considered just how close the advertising and marketing industries are to collapse. I liked the way that the author not only unveiled the problem and potential problems, but offered ways to solve the crisis in a realistic manner; his writing style made the material both easy to understand and interesting. The fact that everything was backed up with clear evidence only added more proof to the author's ability to not only recognize the problem, but also come up with real solutions. After reading the book, the only question I was left with was: why have these solutions not already been implemented?



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Author Biography

 Michael Farmer is the author of *Madison Avenue Manslaughter*, which won the 2016 Axiom Gold Business Book Award, the 2017 Independent Publisher Silver Business Book Award, the 2017 National Indie Excellence Book Award, and the 2017 International Book Award.

Farmer has an MBA from Harvard Business School and was previously a Director of Bain & Company. He currently serves as Professor of Branding and Integrated Communications at The City College of New York (CCNY). He provides ongoing strategic consulting services for Chief Marketing Officers and agency CEOs about Scope of Work and client-agency issues.