



The Zsa Zsa Affair

Andy Halmay

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The Zsa Zsa Affair Andy Halmay

Memoir by a Madison Avenue Maverick covering a two year period in which he goes from being unemployed and managing on 30 cents per day to VP Creative on America's biggest TV spot advertising account. He details the steps he took in producing a commercial with the incomparable Zsa Zsa Gabor with whom he subsequently formed a partnership to launch a cosmetics company. The fast paced book covers the same period covered by Television's Mad Men and in this case, reality puts more meat and spice on the plate than TV fiction did. The author loved his work but often despised the industry and the phonies he had to work with. The book is filled with conflict, suspense and a good measure of laughter. A must read by writers who have contemplated getting into advertising or for folks in ad agencies who would like to learn what the golden years were really like.

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