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Autore	Davis Judy Foster
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: Black women and Madison Avenue -- Women and African-Americans in the advertising profession: an historical overview of the industry and people -- Barbara Gardner Proctor: unconventional advertising pioneer -- Caroline Robinson Jones: tenacious advertising trailblazer -- Joel P. Martin: transformative artist -- Carol H. Williams: marathon woman -- African-American women and structural oppression in the advertising industry -- Epilogue: extraordinary women.
Sommario/riassunto	This revealing book examines the careers of the few African-American women who overcame the institutional sexism and racism of the advertising industry and not only achieved managerial positions in major mainstream firms but also established successful agencies in their own names. Based on their words and memories, this study reveals experiences which are intriguing, triumphant, bittersweet and sometimes tragic. These stories comprise a vital part of the historical narrative on women and African-Americans in advertising and will be instructive not only to scholars of advertising and marketing history but to future generations of advertising professionals.

