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Altri autori (Persone)	CarvethRod SouthJames B. <1960->
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Nota di contenuto	People may see things differently, but they don't really want to : Mad men and problems of knowledge and freedom. What fools we were: Mad men, hindsight, and justification / Landon W. Schurtz -- People want to be told what to do so badly that they'll listen to anyone : mimetic madness at Sterling Cooper / George A. Dunn -- Capitalism and freedom in the affluent society / Kevin Guilfoy -- There is no big lie, there is no system, the universe is indifferent : Mad men and the problem of meaning. Pete, Peggy, Don and the dialectic of remembering and forgetting / John Fritz -- The existential void of Roger Sterling / Raymond Angelo Belliotti -- Egoless egoists: the second-hand lives of Mad men / Robert White -- An existential look at Mad men: Don Draper, advertising, and the promise of happiness / Ada Jaarsma -- And you know what happiness is? Mad men and ethics. In on it: honesty, respect, and the ethics of advertising / Andreja Novakovic and Tyler Whitney -- Creating the need for the new: It's not the wheel, it's the carousel / George Teschner and Gabrielle Teschner -- You're looking in the wrong direction: Mad men and the ethics of advertising / Adam Barkman -- Is Don Draper a good man? / Andrew

Terjesen -- Don Draper, on how to make oneself (whole again) / John Elia -- No one else is saying the right thing about this: Mad men and social philosophy. And nobody understands that, but you do: the Aristotelian ideal of friendship among the Mad men (and women) / Abigail E. Myers -- Mad women: Aristotle, second wave feminism, and the women in Mad men / Ashley Jihee Barkman -- We've got bigger problems to worry about than TV, O.K.? Mad men and race / Rod Carveth -- New York City is a marvelous machine: Mad men and the power of social convention / James B. South.

Sommario/riassunto

A look at the philosophical underpinnings of the hit TV show, *Mad Men*. With its swirling cigarette smoke, martini lunches, skinny ties, and tight pencil skirts, *Mad Men* is unquestionably one of the most stylish, sexy, and irresistible shows on television. But the series becomes even more absorbing once you dig deeper into its portrayal of the changing social and political mores of 1960s America and explore the philosophical complexities of its key characters and themes. From Socrates, Plato, and Aristotle to John Kenneth Galbraith, Milton Friedman, and Ayn Rand, *Mad Men* and *Phil*
