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Eric Jay Sonnenschein

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DRUGS, SEX, AND ADVERTISING...not necessarily in that order. In Ad Nomad, the Case Histories of Dane Bacchus, we enter the world of pharmaceutical advertising, where corrupt and ingenious creative minds market medicines and devices with more flair and guile than is used in promoting corn flakes, cars, and mouthwash. In these pages, you will find driven account people, maniacal creative directors, art directors and copywriters pushed to the brink of mental mayhem. Ad Nomad—conspiracy, criminal acts, sexual deviancy, drug abuse, fraud, strange heroism, deception, psychological torture, political oppression, violations of trust and the only question you should be asking is, “Am I in it?”

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