



The Age of Persuasion: How Marketing Ate Our Culture

Terry O'Reilly, Mike Tennant

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Consider the culture of the twenty-first century: Each morning, you hear a half-dozen ads on the radio before your feet touch the floor. By the end of the day, hundreds—perhaps thousands—of marketing messages have targeted you. And yet little is understood about how marketing affects our lives and society.

Enter Terry O'Reilly and Mike Tennant, the ad men behind *The Age of Persuasion*, the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio. They have made it their mission to share the back-room story of modern marketing, entertaining asides and all:

“Think of advertisers as millions of ants in a colony, each working hard and each with its own objective. Except that in this colony, every single ant is competing against the others. That’s the ad business. Almost every ad you see, hear, and otherwise experience is competing for a piece of your imagination. And like any cross-section of humanity, the vast, worldwide advertising community is diverse: composed of geniuses and idiots, saints and buffoons, and everything in between.”

From the early players to the Mad Men of the 1960s and beyond, *The Age of Persuasion* provides an entertaining—and eye-opening—look at a world driven by marketing.

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