

INDEX

Client Files Lifted from Sterling Cooper

- achievement, 171–173
- active forgetting, 56, 57–60, 64–65
- Admiral Television, 46–47, 147, 217–218
- adultery, morality and, 157–160, 161–162
- advertising
- brainwashing and, 116–119
 - branding and, 96–99
 - economic theory and, 34–36, 37, 39–40, 41–42, 46–48
 - ethics and creating need, 126–140
 - ethics and respect, 113–124
 - ethics of, 141–153
 - morality and happiness, 161–162
 - objectification and, 103–106
 - race relations and, 46–48, 221–223
- Advertising Age*, 226
- AdWeek*, 221
- aestheticism, 67–71
- affluence, 34–38, 42–46. *See also* economic theory
- Affluent Society, The* (Galbraith), 35–36, 41
- African Americans. *See* race relations
- After Virtue* (MacIntyre), 173
- agency
- ethics and, 116, 119
 - social convention and, 229–230
- alcohol, existentialism and, 68
- altruism, 84
- AMC, 226
- American Airlines, 45, 156
- Anderson, Hans Christian, 85
- anti-foundationalism, 131
- anti-Semitism, 222–223
- Aquinas, Thomas, 143–144
- Aristotle, 146, 157
- on friendship, 190–192
 - integrity and, 173
 - on justice, 203–204
 - mimesis and, 28–29
 - on phronesis, 159
 - on virtue, 155
- Atlantic Monthly*, 55
- Atlas Shrugged* (Randy), 79–80
- authenticity
- “authentic-self” compatibilism, 38
 - existentialism and, 67, 74–77, 98, 106–108
 - of *Mad Men*, 20–21
 - mimesis and, 20–24
- authority, 228–230
- awakening, existentialism and, 108–109

- Barrett, Bobbie
 ethics and respect, 114
 feminism and, 206, 209
 forgetfulness and, 163
 friendship and, 195, 196
 integrity and, 175
 wholeness and, 176
- Barrett, Jimmy, 114, 176
- BBDO, 222
- belief, justification for, 7–8, 9–11
- Belle Jolie lipstick, 16, 56, 145, 151, 197
- Bethlehem Steel, 45, 145, 228–230,
 235–236
- Bishop, Helen
 existentialism and, 101
 feminism and, 210, 211
- brainwashing, 116–119
- Brainwashing in Red China: The
 Calculated Destruction of Men's
 Minds* (Hunter), 117
- branding, 96–99
- Campbell, Dorothy “Dot” Dyckman,
 82, 234
- Campbell, Peter, 222
 economic theory and, 45–46,
 47–48, 49
 egoism and, 82, 88, 90
 ethics and creating need, 135
 ethics and manipulation, 146–147
 ethics of advertising and, 143
 existentialism and, 104–105, 106
 feminism and, 204, 207
 forgetfulness and active forgetting,
 57–58, 64–65
 forgetfulness and remembering,
 54–57
 friendship and, 191
 justification and, 6, 12, 13
 mimesis and, 23–24
 morality and, 154, 163, 164, 166
 race relations and, 217–218,
 220–221, 226
 social convention and, 228–230, 231,
 233–234, 235–236
 wholeness and, 170, 176
- Campbell, Trudy
 mimesis and, 23
 morality and, 164
 social convention and, 233–234
- Camus, Albert, 171–173
- Capitalism and Freedom* (Friedman), 36
- Carla (maid), 218–219, 223,
 224–225, 226
- Carson, Sarah Beth, 211
- Case, Arthur, 209, 211
- categorical imperative, 115
- character
 morality and, 162–165
 social convention and, 233
- children
 advertising and, 147–148
 imitation and, 28
 role models and, 232
- cigarettes, 99
- cities, relationship of individuals to,
 230–232
- Clarence (Camus character), 171–173
- Clearasil, 56
- Clorox, 150
- coercion, 146–149
- Communist Manifesto, The* (Marx,
 Engels), 31
- compatibilism, 36–38, 48–49
- conformity, 88–91, 104
- consumerism
 ethics and creating need, 128
 existentialism and, 98, 100, 103
 public *vs.* private, 42–46, 49 (*See also*
 economic theory)
 respect and, 114
- “conventional wisdom,” 36
- Cook, Horace, Jr., 151, 156
- Cook, Horace, Sr., 156
- Cooper, Bertram “Bert”
 economic theory and, 44–45, 48
 egoism and, 79–80, 88
 ethics and creating need, 132, 134
 existentialism and, 66
 social convention and, 228–230,
 234, 238
 wholeness and, 171–173

- Cosgrove, Ken
 egoism and, 91–92
 feminism and, 204
 forgetfulness and, 55
 friendship and, 191
 justification and, 13–14
 race relations and, 220
 courage, 159
- Crane, Harry
 ethics and creating need, 137, 139
 feminism and, 213
 justification and, 6
- Crane, Jennifer, 90
- Daniels, Midge
 ethics and creating need, 128,
 129, 138
 ethics and respect, 118
 justification and, 9, 14
 mimesis and, 30
 morality and, 158
- “death wish,” 13, 14
- De Beauvoir, Simone, 100, 102, 104,
 106–108
- “deep-self” compatibilism, 38
- desire, economic theory and, 36, 41–42
- Dewey, John, 193
- dialectic of memory, 60–64
- differential racism, 223–226
- distributive justice, 176
- divorce, 210, 211–212, 238
- Doris, John, 162–163
- Doyle Dane Bernbach (DDB), 223
- Draper, Anna, 87
 friendship and, 194–195
 social convention and, 237–238
 wholeness and, 177, 178–180
- Draper, Betty
 economic theory and, 37–38, 39,
 42–43
 egoism and, 81–82, 86, 87, 90
 ethics and creating need, 127–129, 133
 ethics and lying, 144
 ethics and respect, 113–115, 119–122
 existentialism and, 77, 101–102
 feminism and, 203–204, 208–212, 216
 friendship and, 194–195
 integrity and, 175–176
 justification and, 7, 8, 12, 18
 mimesis and, 20, 25, 27–28
 morality and, 158
 race relations and, 220–221
 social convention and, 238
 wholeness and, 181–183
- Draper, Bobby, 28, 226
- Draper, Don
 anti-Semitism and, 222–223
 economic theory and, 34, 37–38, 39,
 42–43, 49
 egoism and, 84, 85–87, 89, 90–91
 ethics and creating need, 127–129,
 132–140
 ethics and lying, 144
 ethics and manipulation, 146–147
 ethics and respect, 113–115, 118,
 119–122
 existentialism and, 96–102, 107–109
 feminism and, 204–212
 forgetfulness and dialectic of
 memory, 60–64
 friendship and, 190, 194–199
 justification and, 5–8, 11, 12–18
 mimesis and, 23, 25, 28–32
 morality of, 154–166
 race relations and, 220–221, 226
 social convention and, 232, 234,
 235–238
 as tragic hero, 139
 wholeness and, 168–184
- Draper, Sally, 210, 211, 226
 economic theory and, 42
 ethics and creating need, 126
 mimesis and, 20, 28
- DuPont, 96
- dyspepsia, 54
- economic theory, 34–36
 compatibilism and, 36–38, 48–49
 libertarianism and, 39–42, 48–49
 public *vs.* private consumption,
 42–46, 49
 race and, 46–48

- efficiency, 133–134
- egoism, 79–80
 - ethics and creating need, 134–136, 138
 - existentialism and, 96–99
 - honesty and, 85–88
 - morality and, 161
 - nonconformity and, 88–91
 - Objectivism and, 80–82
 - self-esteem and, 91–92
 - universe as benevolent and, 92–93
 - virtue and, 82–85
- Electrosizer, 11. *See also* Rejuvenator
- Eliot, T. S., 170
- Emperor's New Clothes, The* (Anderson), 85
- Engels, Frederick, 31
- Enlightenment, 97, 169
- epistemology, 6–8
 - epistemic individualism, 10
 - social epistemology, 10
 - standpoint theory/epistemology and, 16–18
- ethics
 - of advertising, 141–153
 - existentialism and, 71
 - respect and happiness, 113–124
 - See also* morality
- Evers, Medgar, 225
- existentialism, 66–67
 - authenticity and, 67, 74–77
 - hedonism and, 67–71, 74
 - values of, 77
 - wholeness and, 171–173
 - will to power and, 71–74
 - See also* happiness
- expert testimony, 12–14
- Fall, The* (Camus), 171–173
- “falling,” existentialism and, 75–77
- Farrell, Suzanne, 131, 238
- Feminine Mystique, The* (Friedan), 102
- feminism, 102, 216
 - existentialism and, 100, 102, 104, 106–108
 - justice and, 203–204
 - rational souls and, 204–208
 - repression and, 208–212
 - suppression and, 212–216
 - wholeness and, 170–171
 - See also* gender roles; sexism
- Food and Drug Administration, 149
- forgetfulness, 53
 - active forgetting and, 56, 57–60, 64–65
 - dialectic of memory and, 60–64
 - remembering and, 54–57
- Fountainhead, The* (Rand), 79, 89
- Francis, Henry, 102, 181, 183, 211, 226
- “freedom from fear,” 99–102
- Freedom Rides, 223–224
- free will
 - economic theory and, 36–37, 38, 39
 - ethics and creating need, 128
- Friedan, Betty, 102
- Friedman, Milton, 35–36, 39–42, 46, 47, 48–49
- friendship, 189–190
 - judgment and, 190–192
 - moral development and, 192, 193–196
 - moral equivalents and, 196–201
 - mutual goodwill and, 201–202
 - See also* relationships
- Galbraith, John Kenneth, 35–38, 40–41, 44, 46, 48–49
- gender roles
 - existentialism and, 106–108
 - mimesis and, 27–28
 - moral development and friendship, 193–196
 - See also* feminism; sexism
- Gill, Father, 59
- Gilligan, Carol, 193–196
- global character traits, 163
- goodwill, 201–202
- government, advertising and, 149–151
- Greece (ancient), 136
- Grey Worldwide, 226

- Gross, Terry, 105
Guttman, Greta, 13–15, 17
- Hamm, Jon, 23, 25. *See also* Draper, Don
- happiness, 95–96
 authenticity and, 98, 106–108
 awakening and, 108–109
 economic theory and, 35
 ethics and respect, 122
 existentialism and, 99–102
 “freedom from fear” and, 99–102
 morality and, 161–162, 165
 objectification and, 103–106
 self as brand and, 96–99
 See also advertising; ethics;
 existentialism; honesty; morality;
 wholeness
- Harris, Greg, 214–216
- Harris, Joan (née Holloway), 69
 egoism and, 84
 existentialism and, 104–105
 feminism and, 203–204, 212–216
 integrity and, 175
 race relations and, 223
- Hazelitt, Roy, 142
 ethics and creating need, 128, 133
 ethics and respect, 118
 justification and, 9
 mimesis and, 30
- hedonism, 67–71, 74
- Hegel, Georg Wilhelm Friedrich, 25
- Heidegger, Martin, 74–77, 136–138
- Heineken
 economic theory and, 37–38, 39
 ethics and, 113–115, 118, 120–122
 ethics and creating need, 127–129
 ethics of advertising and, 142
 feminism and, 208
- Hidden Persuaders, The* (Packard), 118, 122–124
- Hilton, Conrad, 151, 172, 210, 239–240
- history, remembrance and, 54
- Hofstadt, Gene (Betty Draper’s father)
 feminism and, 210
 race relations and, 219, 224–225
- Hollis (elevator operator)
 economic theory and, 47
 race relations and, 217, 218–219, 223, 225
- Holloway, Joan. *See* Harris, Joan (née Holloway)
- homosexuality, 90–91, 103–104
- honesty
 egoism and, 85–88
 ethics of advertising and, 142–146
 existentialism and, 105
 morality and, 158
 virtue and, 155–157
 See also truth
- Hume, David, 161
- Hunter, Edward, 117
- identity, social convention and, 236–238. *See also* Whitman, Dick
- illusion, reality *vs.*, 24–25, 31–32
- imitation, 28–30
- In a Different Voice* (Gilligan), 194
- independence, egoism and, 88–91
- individuality
 existentialism and, 74–77
 relationship between cities and individuals, 230–232
- individuation, 134–136
- integrity, 173–176, 178–180
- intensity, existentialism and, 67, 74–77
- Israeli Tourism Bureau, 146, 222–223
- Jews, 222–223
- Jones, January, 23, 25. *See also* Draper, Betty
- Joy (socialite)
 ethics and creating need, 135
 social convention and, 237
 wholeness and, 178–179
- judgment, friendship and, 190–192
- justice
 feminism and, 203–204
 wholeness and, 176–178

- justification, 5–6
 for belief, 7–8, 9–11
 knowledge and, 6–8
 standpoint theory and, 16–18
 testimony and, 11–16
 “justified true belief,” 128
- Kant, Immanuel, 97, 115–116, 122, 123, 169
- Keating, Peter, 89–90
- Kennedy, John F., 15, 146, 162, 175–176, 182, 230, 236, 238–239
- Kierkegaard, Søren, 67–71
- Kings of Madison Avenue* (McLean), 84
- Kinsey, Paul
 economic theory and, 43
 ethics and creating need, 138
 existentialism and, 105
 feminism and, 205
 race relations and, 219, 223–224
 wholeness and, 171
- knowledge
 justification and, 6–8
 as “justified true belief,” 128
 See also economic theory; justification; mimesis
- Kodak Carousel, 39–40, 64, 81, 136–138
- Kohlberg, Lawrence, 193–196
- Lack of Character* (Doris), 162–163
- libertarianism, 39–42, 48–49
- Liberty Capitol Savings, 150
- local character traits, 163
- love
 ethics and creating need, 130
 justification and, 8
 mimesis and, 28–30
 “romantic love” and advertising, 98
- Lucky Strike, 99, 132–133, 222
 economic theory and, 34
 ethics of advertising and, 141–142, 149–150, 152–153
 race relations and, 218
- lying
 ethics of advertising and, 142–146
 (*See also* honesty; truth)
- morality and, 157–160
 “white lies,” 144
 wholeness and, 181–183
- MacDougall, Mal, 222
- MacKendrick, Guy, 45, 69, 73, 213
- Madison Square Garden, 43
- Mad Men*
 anti-Semitism portrayed by, 222–223
 authenticity of, 20–21
 opening title sequence of, 31–32, 139–140
 on political issues, 230
 race relations portrayed by, 218–221, 226–227 (*See also* race relations)
 sexism portrayed by, 222 (*See also* feminism)
 sponsors of, 124
 See also Weiner, Matthew
- madness, mimesis and, 25–28
- Marcuse, Herbert, 103, 104
- market fundamentalism, 39
- marketing, 119–122. *See also* advertising
- Marlboro Man, 5–6
- Marx, Karl, 31, 128–129
- McCann Erickson, 135, 239
- McLean, Jesse, 84
- meaning. *See* egoism; existentialism; forgetfulness; happiness
- Menken, Rachel, 222–223
 ethics and creating need, 130–131, 135
 existentialism and, 107–108
 mimesis and, 30
 wholeness and, 172
- mimesis
 authenticity and, 20–24
 imitation and, 28–30
 madness and, 25–28
 reality *vs.* illusion, 24–25, 31–32
 misogynism. *See* feminism; gender roles; sexism
- modernity, 169–171
- modern liberalism, 37
- Mohawk Airlines, 152, 156, 164, 205

- Monroe, Marilyn, 225
 morality, 154–155
 character and, 162–165
 egoism and, 83–85
 existentialism and, 69
 lying and, 157–160
 moral development and friendship,
 192, 193–196
 moral equivalents and friendship,
 196–201
 relationships and, 165–166
 sharing moral responsibility,
 151–152
 social contract and, 193–196
 vices and, 160–162
 virtue and, 155–157
 wholeness and, 177
 See also ethics
 motivation, egoism and, 84–85
- National Public Radio, 105
Nicomachean Ethics (Aristotle), 190–191
 Nietzsche, Friedrich, 129–133
 forgetfulness and remembering, 53,
 54, 57, 61
 integrity and, 173
 “last man” concept and
 existentialism, 71–74
 mimesis and, 25
 nihilism
 advertising and, 129–133
 morality and, 195
 Nixon, Richard M., 15, 146, 230
 nonconformity, 88–91
 nylons, 96–97
- objectification, 103–106, 204
 Objectivism, 80–82
 Olson, Peggy
 active forgetting and, 56, 57–60,
 64–65
 egoism and, 80, 83, 90
 ethics and creating need, 128,
 132, 134
 ethics of advertising and, 143
 existentialism and, 104–105, 106
 feminism and, 203–208, 212,
 215–216, 216
 forgetfulness and dialectic of
 memory, 63
 friendship and, 195, 196–199,
 200–201
 integrity and, 174–175
 justification and, 7, 10, 16
 mimesis and, 31
 morality and, 154, 162, 164
 pregnancy of, 56, 57–60, 64–65,
 207–208
 social convention and, 238–239
 wholeness and, 170–171, 177
On the Genealogy of Morals
 (Nietzsche), 61
On the Uses and Disadvantages of History
 for Life (Nietzsche), 54
 Oswald, Lee Harvey, 182
- Packard, Vance, 118, 119, 122–124
 Phillips, Herman “Duck”
 economic theory and, 37–38, 45
 egoism and, 84–85
 ethics and creating need, 136, 139
 ethics and respect, 113
 existentialism and, 72
 feminism and, 206, 207
 friendship and, 197
 morality and, 156
 phronesis, 159
 physical appearance, feminism and,
 211, 215–216
 Piaget, Jean, 193
 Plato, 190
 mimesis and, 22–25, 26–27, 28, 30
 morality and, 158, 159
 on relationship of cities to
 individuals, 230–232
 social convention and, 230,
 232–233, 240
 Playtex, 105, 206
poiesis, 22
 point of view, 232–236
 politics, 230
 powerlessness, 238–239

- praxis*, 22
- “Precon” (pre-consciousness), 117
- principium individuationis*, 134–136
- Protagoras* (Plato), 158
- Pryce, Lane, 29
- economic theory and, 43, 48
 - morality and, 156
 - race relations and, 221
- psychology
- brainwashing and advertising, 116–119
 - “Freudian death drive,” 119, 122
 - justification and, 13–15
 - situationism and, 163
- public manipulation, coercion and, 146–149
- Putnam Powell and Lowe, 66
- race relations, 217–218
- advertising and, 46–48, 221–223
 - differential racism and, 223–226
 - Mad Men* portrayal of, 218–221, 226–227
 - morality and, 154–156
 - social convention and, 233–234, 236
- Rand, Ayn, 87–88
- on independence, 88–91
 - on universe as benevolent, 92–93
- See also egoism
- rational souls, 204–208
- reality
- economic theory and, 44–46
 - illusion *vs.*, 24–25, 31–32
- Reciprocity thesis, 158, 160, 162
- reconciliation, 183–184
- regulation, of advertising, 149–151
- relationships
- friendship and, 189–202
 - integrity and, 175
 - morality and, 165–166
 - wholeness and, 177–178, 180–183
- Rejuvenator, 56. See also Electrosizer
- remembering, 54–57. See also forgetfulness
- repression, 208–212
- Republic* (Plato), 22–24, 26–27, 230, 231
- respect, 113–115
- brainwashing and, 116–119
 - ethical advertising and, 122–124
 - ethics of advertising and, 143
 - Kant on ethics, 115–116
 - marketing and, 119–122
- Respola, Anita Olson, 58
- Right Guard, 138
- role models, 232–233
- Romano, Kitty, 104
- Romano, Salvatore “Sal,” 151
- egoism and, 90
 - existentialism and, 103–104
 - friendship and, 191
- Rumsen, Freddy
- feminism and, 205
 - justification and, 11, 16
 - race relations and, 219
- Sartre, Jean-Paul, 100–101
- “second-hander,” 89–90
- Second Sex, The* (De Beauvoir), 100, 102
- second-wave feminism. See feminism
- self, as brand, 96–99
- self-esteem, 91–92
- self-interest. See egoism
- “sensible knave,” 161
- sexism
- justification and, 10, 16–17, 18
 - Mad Men* depiction of, 222 (See also feminism)
 - mimesis and, 27–28
- See also feminism; gender roles
- Shaw, Bob, 209
- Siegel, Jane. See Sterling, Jane (née Siegel)
- situationism, 163
- Slattery, John, 66. See also Sterling, Roger
- social contract
- friendship and, 193–196
 - race and, 225 (See also race relations)
- See also social convention
- social convention, 239–240
- agency and, 229–230
 - authority and, 228–230

- identity and, 236–238
 point of view and, 232–236
 powerlessness and, 238–239
 relationship between cities
 to individuals, 230–232
 “social engineering,” 37
 social epistemology, 10
 social philosophy. *See* feminism;
 friendship; race relations; social
 convention
 Socrates, 22, 24, 26–27, 158, 159, 190
 standpoint theory, 16–18
 Sterling, Jane (née Siegel)
 ethics and creating need, 133–134
 existentialism and, 66, 69, 70, 77
 feminism and, 213
 friendship and, 190, 200
 race relations and, 220
 Sterling, Mona, 66, 69, 70
 Sterling, Roger
 economic theory and, 45, 48
 egoism and, 84
 ethics and creating need, 132, 134
 ethics of advertising and, 141–142
 existentialism and, 66–77
 feminism and, 208, 209, 212–213
 friendship and, 190, 199–201
 integrity and, 175
 justification and, 8, 14
 morality and, 162–163, 164, 165
 race relations and, 220, 222, 226
 social convention and, 232, 238
 wholeness and, 170
 Sterling Cooper Draper Pryce, 48,
 132, 181, 198, 200, 213, 239
 Sterling Cooper Putnam, 69
Stranger, The (Camus), 173
 stupidity, justification and, 5–6, 18
 subliminal advertising, 117
 “superman,” 129–131
 suppression, 212–216
 taxes, 43–44, 46
 technological innovation, 126–127,
 139–140
 creating value and, 138
 manufacturing truth and, 127–129,
 136–138
 nihilism and, 129–133
principium individuationis and,
 134–136
 status quo and, 139
 values and, 133–134
 television, 169
 existentialism and, 108–109
 mimesis and, 22
 testimony, justification and, 11–16
Thus Spake Zarathustra (Nietzsche),
 131
 Torrison, Troy, 226
 transcendence, 101
 True Unity thesis, 158–160, 163
 truth, 127–129, 136–138
 ethics of advertising and, 142–146
 justification and, 7
See also honesty
Übermensch, 129–131
 Unity of the Virtues thesis, 158
Untimely Meditations (Nietzsche), 54
 Utz, 145
 values
 efficiency and, 133–134
 egoism and, 81–82
 ethics and creating need, 133
 existentialism and, 77, 98
 integrity and, 173–174
 moral development and
 friendship, 192
 Veith, Walter, 45–46
 vices, 160–162
 Viola (maid), 219
 virtue
 egoism and, 82–85
 mimesis and, 29
 morality and, 155–157, 160
Virtue of Selfishness, The (Rand), 79
 Volkswagen, 95–96, 146, 221
Waste Land, The (Eliot), 170
 Wayne, Dr. Arnold, 211

- Weiner, Matthew
 existentialism and, 105, 106
 justification and, 5
 racism and sexism portrayed by,
 221–222, 226
 See also *Mad Men*
- White, Sheila, 219, 223–224
 “white lies,” 144
- Whitman, Adam, 62, 64
 egoism and, 88
 ethics and creating need, 135
 morality and, 158, 165–166
 wholeness and, 179–180
- Whitman, Archie, 181
- Whitman, Dick, 7
 egoism and, 85–87, 91–92
 ethics and creating need, 134, 135
 forgetfulness and, 62
 social convention and, 236–238
 wholeness and, 168–184
 See also Draper, Don
- wholeness, 168–169
 achievement and, 171–173
 integrity and, 173–176, 178–180
 justice and, 176–178
 modernity and, 169–171
 reconciliation and, 183–184
 relationships and, 180–183
- will to power, 71–74
- Willy (count), 178
- Winter, Carl, 207
- women’s movement. See feminism
- WPP Group, 226