## CONTENTS

**ACKNOWLEDGMENTS:** “I Think We Need to Salute That!” ix

Introduction: “A Thing Like That” 1

**PART ONE**

“PEOPLE MAY SEE THINGS DIFFERENTLY, BUT THEY DON’T REALLY WANT TO”: *MAD MEN AND PROBLEMS OF KNOWLEDGE AND FREEDOM*

1 What Fools We Were: *Mad Men*, Hindsight, and Justification 5
   *Landon W. Schurtz*

2 “People Want to Be Told What to Do So Badly That They’ll Listen to Anyone”: Mimetic Madness at Sterling Cooper 20
   *George A. Dunn*

3 Capitalism and Freedom in the Affluent Society 34
   *Kevin Guilfoyle*
PART TWO
“THERE IS NO BIG LIE, THERE IS NO SYSTEM, THE UNIVERSE IS INDIFFERENT”: MAD MEN AND THE PROBLEM OF MEANING

4 Pete, Peggy, Don, and the Dialectic of Remembering and Forgetting
   John Fritz 53

5 The Existential Void of Roger Sterling
   Raymond Angelo Belliotti 66

6 Egoless Egoists: The Second-Hand Lives of Mad Men
   Robert White 79

7 An Existential Look at Mad Men: Don Draper, Advertising, and the Promise of Happiness
   Ada S. Jaarsma 95

PART THREE
“AND YOU KNOW WHAT HAPPINESS IS?”: MAD MEN AND ETHICS

8 “In on It”: Honesty, Respect, and the Ethics of Advertising
   Andreja Novakovic and Tyler Whitney 113

9 Creating the Need for the New: “It’s Not the Wheel. It’s the Carousel.”
   George Teschner and Gabrielle Teschner 126

10 “You’re Looking in the Wrong Direction”: Mad Men and the Ethics of Advertising
    Adam Barkman 141
11 Is Don Draper a Good Man? 154
   Andrew Terjesen

12 Don Draper, on How to Make Oneself (Whole Again) 168
   John Elia

PART FOUR

“NO ONE ELSE IS SAYING THE RIGHT THING ABOUT THIS”: MAD MEN AND SOCIAL PHILOSOPHY

13 “And Nobody Understands That, but You Do”: The Aristotelian Ideal of Friendship among the Mad Men (and Women) 189
   Abigail E. Myers

14 Mad Women: Aristotle, Second-Wave Feminism, and the Women of Mad Men 203
   Ashley Jihee Barkman

15 “We’ve Got Bigger Problems to Worry about Than TV, Okay?” Mad Men and Race 217
   Rod Carveth

16 “New York City Is a Marvelous Machine”: Mad Men and the Power of Social Convention 228
   James B. South

APPENDIX: It’s Not a List of Titles and Air Dates; It’s an Episode Guide 243

CONTRIBUTORS: Some Real Mad Men and Women 247

INDEX: Client Files Lifted from Sterling Cooper 253