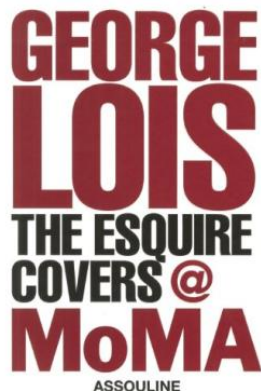


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Assouline. 1 Cloth(s), 2009. hard. Book Condition: New. At the forefront of American advertising's creative revolution in the 1960s, George Lois was hand-picked by magazine editor Harold Hayes to visually convey that Esquirea proponent of that era's New Journalismwas on the cutting edge of American culture. In 2008, New York City's Museum of Modern Art acquired a wide range of George Lois's groundbreaking, often controversial Esquire covers for its permanent collection. This fascinating catalogue presents the original exhibit, with additional...

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