



# Sterling's Gold: Wit & Wisdom of an Ad Man

*Roger Sterling*

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## **Sterling's Gold: Wit & Wisdom of an Ad Man** Roger Sterling

When it premiered in 2007, the *Mad Men* series sparked a cultural phenomenon that now boasts over three million viewers. With a long list of awards including three back-to-back Golden Globes and three consecutive Emmys for Outstanding Drama Series, *Mad Men* has captivated the world with its brilliant portrayal of the 1960s and stylish characters, including the dashing advertising mogul Roger Sterling. Directing and discovering some of the sharpest talents in the business, Roger has shown an uncanny flair for unique methods of motivation and a tireless genius, resulting in campaigns that raise the advertising standard across the country, and acquiring a reputation for his quips, barbs, and witticisms along the way. Presented as Roger's memoir during the fourth season of *Mad Men*, and published as a "lost classic," *Sterling's Gold* is the entertaining collection of our favorite ad man's best one-liners.

Roger Sterling's pithy comments and observations amount to a unique window into the advertising world—a world that few among us are privileged to witness firsthand—as well as a commentary on life in New York City in the middle of the twentieth century. Cleverly designed and accented by design elements and attractive color photographs, and encased in an elegant, compact period package, it's a must-have for any *Mad Men* fan.

## **Sterling's Gold: Wit & Wisdom of an Ad Man Details**

Date : Published November 16th 2010 by Grove Press (first published November 1st 2010)

ISBN : 9780802119896

Author : Roger Sterling

Format : Hardcover 171 pages

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# From Reader Review Sterling's Gold: Wit & Wisdom of an Ad Man for online ebook

## Skylar Dorset says

A friend who's a fellow "Mad Men" watcher bought this book for me, which was very sweet of her, knowing that Roger is basically my favorite character. This book was a bit disappointing, though, because it's basically just about 150 of Roger's best lines from the show. I thought there would be a bit more substance to it than that. The lines are decent, but this book does drive home exactly how much John Slattery brings to the role. His delivery raises them to a much higher bar.

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## Jennifer Gabriel says

Let me start this review by stating for the record that I am a huge fan of Mad Men on AMC, and when I saw that the book that the character Roger Sterling dictated throughout this last season was actually going to be published, I thought the producers of the show had taken one huge step towards introducing the show to a much larger audience. What fun, I thought, reading the memoirs of a fictional character that I already love & appreciate. I decided to purchase the book on my Kindle, and sit down to enjoy reading some of the backstory to the show.

The forward was written in Roger Sterling's own voice, and I quite enjoyed the vein along which the book was going. Then I turned to the first "Chapter", and this is where it all went downhill for me. There is no true story line! It doesn't actually follow the snippets of dictation that were played on show. Rather, the publishers have strung together some of Roger's more pointed one-liners, with one quote per page, printed in fancy fonts, and with some pretenses of artwork surrounding some of them. They're grouped in small "chapters" which follow a single theme (On Advertising; On Business Ethics; On Life, etc), and there are occasional production stills randomly placed throughout the book.

When I first decided to purchase the book I decided to do so on my Kindle, I thought I'd be getting great content, so why bother another physical book in my already crowded home, when I could save space & cost, by getting the e-book version. Instead what I got was more along the lines of a Picture book. For those of you with an actual Kindle, you'll know that the book comes up in Black & White only. Therefore the fancy artwork & production stills lose their impact. I am fortunate enough to also have the Kindle App for my iPad, which does display in full colour, but even there I was disappointed by the simplistic nature of the book, as the art work consists mostly of line drawings and clip art. For a cost of about \$10 for the Kindle version, I would have been better off paying \$16 for the hard copy & actually had some paper with value.

I was extremely disappointed with Sterling's Gold: Wit and Wisdom of an Ad Man. Given the writers for the show had put time into actually writing some of the content for the TV program, I don't think it would have been much harder to actually continue writing & complete an actual memoir. There appears to be a huge following for anything Mad Men, and we would have been a captive audience for this product.

Mad Men is an AMC Original program, and their network tag line is "Story Matters Here". In my opinion, the same can NOT be said for this book... too bad the publishers didn't follow the tagline's advice and tell a great STORY! This is an attempt to make money off a group of devoted fans, and they seem to have made their money off of me. Guess I fell for the Ad Men like I was supposed to!

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### **Lee Anne says**

Sadly, this is not the "real" autobiography of fictional adman Roger Sterling, as seen dictated during this past season of AMC's "Mad Men," but rather a collection of Roger's best quotes from the show. Although the production design is great, especially the sepia-washed photos and the line drawing portrait on the back, you don't want to buy this book--save your money, sit down at your local Barnes & Noble, and read it there. It will take all of 15 minutes.

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### **Jesse says**

A cheap and obvious money grab. But a book full of great quotes nonetheless. Great coffee table material.

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### **Thomas Shaw says**

First off, who really read this hoping for advertising advice? He isn't a real person...

I am a huge Mad Men fan. There isn't a drama like this on TV and it was fun to see some of my favorite quotes from one of my favorite characters, but I wouldn't buy this. You are better off just watching the show.

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### **Brittany says**

When I found this in the library I was hoping for a 'real' faux autobiography of Roger Sterling. Once I opened it, I saw that that was not the case. But I took it home anyway and read it in about 15 minutes. It consists of quotes from the show, one on every page. I love the character, but this book was just bleh.

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### **Joy says**

This is a fun book for Mad Men fans! It's a very quick read since there are only a few lines (Roger's quips from Mad Men) on each page. Some of his lines are quite memorable and I enjoyed reading them especially since the show isn't on the air right now.

Here are some of my favorite lines -

"I told him to be himself. That was pretty mean I guess."

"Like the song says, "Enjoy Yourself, It's Later Than You Think."

"Not to get too deep before the cocktail hour, but do I need to remind you of the finite nature of life?"

This book will probably only appeal to fans of the show. You have to imagine the way the actor delivers these lines.

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### **Thomas Verschueren says**

One of the worst ripoff books ever. If you were expecting an actual faux autobiography like you see the character dictate in the series, then be warned this is not it. This is just 170 pages of quotes by Sterling directly from the series. In the context of the scenes they were probably great, but out of context it's boring, not funny and a waste of £12.99. Really, look elsewhere for a book, because this isn't one...

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### **Jon Cone says**

A faux-book attributed to MADMEN ad-executive Roger Sterling. The good lines here extracted from the show seem weaker than I remember them being; though there are a few one might want to have on hand for the next cocktail hour. Essentially, this is a gathering of tweets. The one fine moment in the book is to be seen on page 138. I'm still trying to figure out if it was wise -- or even appropriate -- for Grove Press to publish this novelty title. Though, to be honest, I don't know and I don't really care.

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### **Julie says**

This book is not what I expected. Oh, I didn't expect anything brimming with brilliance. But I did expect something original.

I expected some advice for being in the advertising business. Sure, it could be little snippets. Little one-liners. Though I would prefer something a little more lengthy than that. There's plenty of business books out there that manage to say very little with a whole lot of words.

What this book actually is is just a bunch of quotes from the show (Mad Men). They're arranged into categories. And that's about it. And some of the quotes don't even make a lot of sense out of the context of the show. And at least two "chapters" are taken up by quotes about women, not advertising or business.

It's an incredibly quick read. It's an even faster read than if you went to IMDB's Mad Men page and read all the quotes there. Since these quotes are only from one character.

I hope no one spends money on this, not even for a gift. If you must read it, borrow it from the library. Or stand (you don't even have to sit) and read it in the bookstore.

A friend, K, likened it to the book version of the Ferengi Rules of Acquisition. Well, I'd rather read those. Those are actually useful advice!

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## **Angela Spores says**

This is a quick and easy read. If you are a fan of the show, you'll recognize these sayings and most likely reminisce about the scenes that they were uttered during. You can read the whole thing in under an hour.

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## **Stephanie Harchar says**

Musings from one of my favorite shows and my favorite Mad Men.

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## **Pj says**

Admittedly this is five stars largely as a result of the show. The book itself is a collection of quotes and a step up from small coffee table books that have been released for other shows. A bonus is that it comes designed to look like Roger Sterling's book came to life.

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## **Nicholas says**

This book gets 3 stars simply because it exists and that's awesome. Physically, it looks really nice, just like it did in the show. Inside is a brief introduction by the character of Roger Sterling. Each page after that has a quote by Roger on it, and there are occasional pictures from the show. I'm glad they didn't actually try to write a book on advertising - this is fun how it is. Although, some of the quotes make more sense in context.

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## **Graceann says**

Mad Men fans will be familiar with Roger Sterling's marvelous character, played beautifully by John Slattery. He gets some of the best lines written in a series abundant with brilliant scripts. In this little volume, the wittiest of his bon mots is offered up. It's a gift book, and only for Mad Men fans, because it won't make sense to anyone who hasn't seen the show, but it's a nifty little diversion for those of us who are addicted to the fun of the series.

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