



Painting Faces: The Art of Public Relations

Frances F. Friedman

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While many women working in offices were making coffee, Frances Friedman was making history. In the notoriously sexist age now being brought to life in the hit Tv series, Mad Men, Fran became the first woman president of a “top ten” international Pr firm, the Gci Group, a subsidiary of Grey Advertising. Painting Faces: The Art of Public Relations is a fascinating collection of case histories. It's also an insider's candid picture of the first woman to occupy the corner office in a major, dynamic agency . . . a woman who “had it all” fifty years before anyone thought it possible. <> “You finally got smart, you hired a woman,” said Leona Helmsley to Pr genius Howard Rubenstein, shown here as he oversaw a meeting of the key women in his life. Photo: Howard Rubenstein (rear), Leona Helmsley, Fran Friedman

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