

## Has 'Mad Men' taught your company any marketing lessons?



**KEVIN McNALLY,**  
Interactive Palette

Given that they worked in the pre-Internet days of the 60s, they did a good job marketing their clients. The show makes us appreciate how many more avenues of marketing are available today! And, given some of the antics and behavior of their leading characters, it's very fortunate there was no Facebook back then!



**MARIE PEELER,**  
Peeler Associates

Marketing? No, we are too fascinated by all the bad behavior! Mad Men is a great example of why professional coaching is needed. The leaders of Mad Men could definitely work with a good executive coach on teamwork, transparency, empathy, authenticity and more.



**BILL REED,**  
Vistage

I'm not sure that Don Draper would be a good candidate for our peer-to-peer group (even though our concept did exist in the '60s), since he seems to operate in a "rogue" fashion and appears uninclined to take helpful suggestions from his colleagues. However, he is an interesting case study: an entrepreneur who is intense and passionate but could definitely benefit by following the advice of others.

