

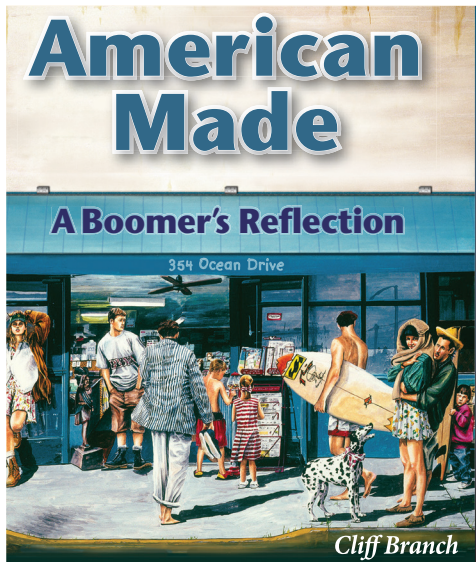
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## **'70s 'Mad Man' Cliff Branch Reflects on the Triumphs and Tribulations of the Baby Boomer Generation in His New Book, *American Made***



*American Made* captures the aura of the boomer-dominated American culture, starting in the '60s up to the present day. Written by Cliff Branch, one of the pioneers in youth marketing during the post-Vietnam era, the book features an abundance of compelling photographs (over 600 images) chronicling the last 50 years of American pop, business and political culture. Heartfelt and humorous, *American Made* is fearless in its scrutiny of the Boomer Generation.

Throughout *American Made*, Branch speaks frankly about his successes, failures and insights into the shifting American landscape. Having previously written a national bestseller (under a pseudonym) about the pitfalls of excessive recreational drug use, Branch once again demonstrates his skill for connecting with fellow boomers.

The book rolls through Branch's 46-year business partnership with Tom Spalding, whom he met at California Polytechnic State University in San Luis Obispo. Together, the two students became millionaires in their early 20s when they sold their first company to CBS, and subsequently launched (together and separately) a storied variety of other national companies.

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*“Until the mid-'70s, some boomers still had the illusion that a 'paradigm shift' was moving us toward a more holistic, humane and balanced society. Without much fanfare, the Age of Aquarius somehow disappeared into the ether – lost under the spell of 'Saturday Night Fever' and the magic of the disco ball.” — Cliff Branch*

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*American Made* also presents a series of short essays written from “a marketer's perspective” about American life under “boomer rule.” The subjects range from Wall Street to Fox News to health care. In essence, Branch examines the Boomer Generation's success in living up to its own '60s idealism and ponders its legacy as we transition into the digital age.

[AmericanMadeStory.com](http://AmericanMadeStory.com)

*Available at selected bookstores, Amazon and on Kindle*

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### **American Made: A Boomer's Reflection by Cliff Branch**

Annie's Publishing. P-Date: March 2015. Non-fiction. 395 pages.

Hardbound, \$29.95; Casebound, \$19.95; Color Kindle available.

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