



The Whole Catastrophe: The Story of My (Often) Terrific Life

George Soter, Tom Soter

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Original "mad man" George Soter tells the story of his event-filled life and career, starting in the mail room of a Chicago ad agency and working his way to the top of his profession as the award-winning creator of many campaigns including "You Gotta Have Park" for the Central Park Conservancy and the ground-breaking, history-making "Le Car Hot" for Renault. He reveals how a major campaign is created, and offers a blunt analysis of why the industry suffers from a lack of ideas. He also recounts the sometimes hilarious, sometimes heartbreaking, but always fascinating story of how he started a second career as the originator of Greek Island Ltd., the Greek boutique that was a favorite of Jackie Onassis, Paul Newman, and Katherine Hepburn. Profusely illustrated with evocative photos of his family life in a Greek village of the 1920s, as well as atmospheric photos of the World War II years (many taken in war-torn Berlin in 1945), this is the engrossing story of a remarkable man.

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