



Guide to the Alvin A. Achenbaum Papers, 1948-2014 and undated

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Summary

Collection Title:

Alvin A. Achenbaum papers, 1948-2014

Creator:

Achenbaum, Alvin A., 1925-2016

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Market researcher and advertising executive who worked at several agencies; partner in a consulting practice under several names; lecturer and author of marketing textbooks. The Alvin A. Achenbaum Papers span the years 1948-2011 and document Achenbaum's career in advertising (with Grey Advertising, J. Walter Thompson and Backer Spielvogel Bates agencies) and marketing consulting (as a partner in Alvin Achenbaum Associates, Canter Achenbaum Heekin, and Achenbaum Bogda Associates). Collection includes writings and speeches, correspondence, photographs, research reports and related materials. Clients represented include 7-Eleven, American Red Cross, AT&T, Block Drug, Bristol-Myers, Campbell Soup, Chrysler, Dairy Queen, Dentsu, Franklin Mint, General Foods, GTE, Hallmark, Honda, Integrity Music, Kayser-Roth, Kia, K-Mart, Miller Brewing, MTA, Nationwide, Nestlé, Nissan/Datsun, PCA, Pfizer, Philip Morris, Quaker Oats, Revlon, Ryerson Tull, Seagram, Toyota, U.S. Dept. of Defense, and Warner-Lambert. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

117 Linear Feet
80,000 Items

Language:

Material in English

Collection ID:

RL.00010

Collection ID [Archivists Toolkit Database::RESOURCE]:

452

Permalink:

<https://idn.duke.edu/ark:/87924/m1qp46>

Preferred Citation

[Identification of item], Alvin Achenbaum Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The Alvin A. Achenbaum Papers span the years 1948-2011 and document Achenbaum's career in advertising (with Grey Advertising, J. Walter Thompson and Backer Spielvogel Bates agencies) and marketing consulting (as a partner in Alvin Achenbaum Associates, Canter Achenbaum Heekin, and Achenbaum Bogda Associates). Collection includes writings and speeches, correspondence, photographs, research reports and related materials. Clients represented include 7-Eleven, American Red Cross, AT&T, Block Drug, Bristol-Myers, Campbell Soup, Chrysler, Dairy Queen, Dentsu, Franklin Mint, General Foods, GTE, Hallmark, Honda, Integrity Music, Kayser-Roth, Kia, K-Mart, Miller Brewing, MTA, Nationwide, Nestlé, Nissan/Datsun, PCA, Pfizer, Philip Morris, Quaker Oats, Revlon, Ryerson Tull, Seagram, Toyota, U.S. Dept. of Defense, and Warner-Lambert.

Biographical/Historical

Chronology List

Date	Description
1944-1946	U.S. Army Air Corps
1950	B.S., Economics, UCLA
1951	M.S., Economics, Columbia University
1951-1957	McCann-Erickson Agency: Manager of Market Research; Economist and Market Analyst

Date	Description
1952-1957	Ph.D. candidate, Economics, Columbia University
1957-1971	Grey Advertising: Director of Marketing and Research; Vice President and Director of Marketing Services; Executive Vice President
1957-1971	Independent Research Company: interviewer and coder
1961-1964	Instructor, Bernard Baruch Graduate School of Public and Business Administration
1967	Instructor, Advanced Advertising Institute at New York University Graduate School of Business
1971-1974	J. Walter Thompson Company: Executive Vice President and Director of Marketing Services and Corporate Planning
1974-1989	Canter, Achenbaum, Associates: Chairman of the Board
1987-1996	M/A/R/C Group: Outside Member of the Board
1989-1992	Backer Spielvogel Bates: Vice Chairman; Member of the Board
1993-1995	Achenbaum Associates: President
1995-2004	Achenbaum Bogda Associates: Chairman of the Board

Date	Description
2005-present	Achenbaum Institute of Marketing: President and Chief Executive Officer

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Arrangement

Collection is organized into eleven series: General Files; Achenbaum Associates; Achenbaum Bogda Associates; Achenbaum Institute of Marketing; Achenbaum Marketing Communications; Backer Spielvogel Bates; Canter Achenbaum; Grey Advertising; J. Walter Thompson Company; Large Format Materials; and Writings and Speeches. Original folder titles have been maintained where possible.

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Administrative Information

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the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Alvin Achenbaum Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2012.

Processing Information

Processed by Richard Collier, Cambridge Van Wagoner, May 2013

Encoded by Richard Collier, May 2013

Accession 2012-0177 is described in this finding aid.

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Related Materials

Related Material

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- Philip Morris and Company
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- Revlon, Inc.
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- Bates Worldwide (Firm)
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- AT & T (Firm)
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- American Honda Motor Company
- Achenbaum, Alvin A., 1925-2016
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- Kia Motors
- Joseph T. Ryerson & Son
- K-Mart Corporation
- Nationwide Mutual Insurance Company
- Nestlé
- Metropolitan Transit Authority

- Miller Brewing Company
- Grey Advertising, Inc.
- Franklin Mint
- General Foods Corporation
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Hallmark Cards, Inc.
- Integrity Music, Inc.

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Part II Lesson 7, 2011	Box WS35
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