



Mad Men on the Couch: Analyzing the Minds of the Men and Women of the Hit TV Show

Stephanie Newman

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Mad Men has captured the imaginations of millions of viewers, winning fifteen golden globes and four Emmys. Perhaps more than the gorgeously stylized visuals and impeccably re-created history, it's the show's richly drawn characters stumbling through their personal and professional lives that get under our skin and keep us invested.

In *Mad Men on the Couch*, Dr. Stephanie Newman analyzes the show's primary characters through the lens of modern psychology. Lending her trained professional eye, she poses and expertly answers pressing questions such as:

Why does Don constantly sabotage himself?

Why is Betty such a cold mother and desperately unhappy housewife? (Hint: It's not just because her "people are Nordic.")

Why does Pete prevail in adversity when Roger crumbles?

Why is Peggy able to rise professionally in the male jungle of Madison Avenue when Joan can't?

Can these characters ever really change?

With critical commentary that is both entertaining and insightful, *Mad Men on the Couch* will provide viewers with a unique perspective on the show.

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