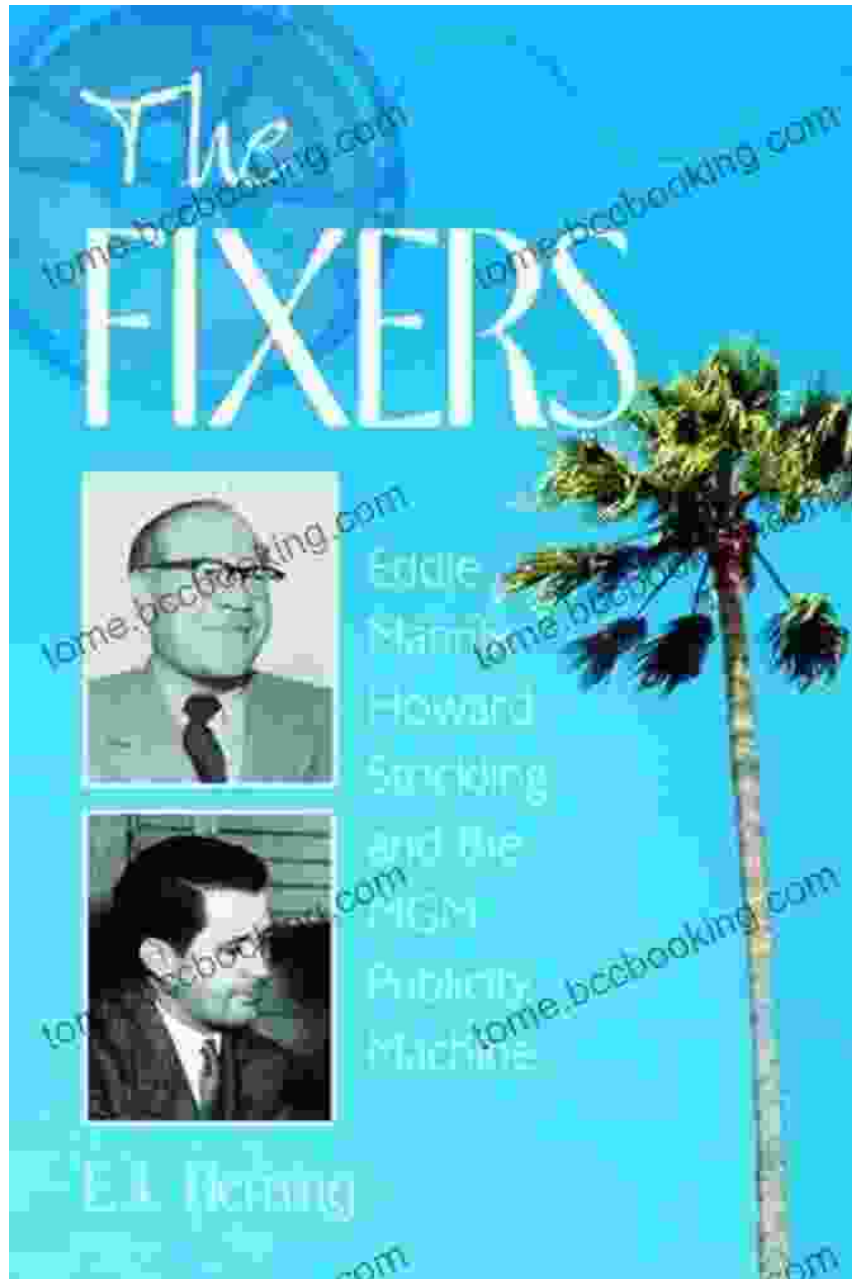
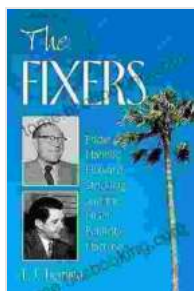


# Eddie Mannix, Howard Strickling, and the MGM Publicity Machine: A Behind-the-Scenes Look at Hollywood's Golden Age



Unveiling the Secrets of Hollywood's Golden Age

In the annals of cinematic history, Metro-Goldwyn-Mayer (MGM) stands tall as a gleaming beacon of glamour and cinematic excellence. During its reign as the Hollywood heavyweight, MGM's publicity machine relentlessly crafted and cultivated the images of its stars, shaping public perception and fueling the allure of the silver screen. At the helm of this formidable apparatus was Eddie Mannix, the studio's enigmatic and influential head of publicity, and Howard Strickling, his cunning and brilliant right-hand man.



## **The Fixers: Eddie Mannix, Howard Strickling and the MGM Publicity Machine** by E.J. Fleming

★ ★ ★ ★ ☆ 4.2 out of 5

Language : English  
File size : 5716 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 327 pages  
Screen Reader : Supported



### **Eddie Mannix: The Mastermind**

Eddie Mannix, a former newspaperman, joined MGM in 1924 and quickly ascended the ranks, becoming one of the most powerful executives in Hollywood. In his role as head of publicity, Mannix wielded immense authority, controlling the flow of information about MGM's stars, films, and inner workings.

Mannix was a master manipulator, adept at spinning narratives, suppressing scandals, and crafting public relations campaigns that burnished MGM's image. He understood the power of the press and

meticulously cultivated relationships with influential journalists, ensuring favorable coverage for the studio and its stars.

### **Howard Strickling: The Sorcerer of Sizzle**

Howard Strickling, Mannix's trusted confidant and accomplice, possessed an uncanny knack for capturing the public's imagination. As MGM's chief publicist, Strickling orchestrated elaborate publicity stunts, created eye-catching slogans, and manufactured compelling storylines that made MGM's stars larger than life.

Strickling's genius lay in his ability to weave compelling narratives that intertwined the personal lives of MGM's stars with their on-screen personas. He skillfully exploited scandals and controversies to generate buzz, while also crafting wholesome and uplifting stories that resonated with the public.

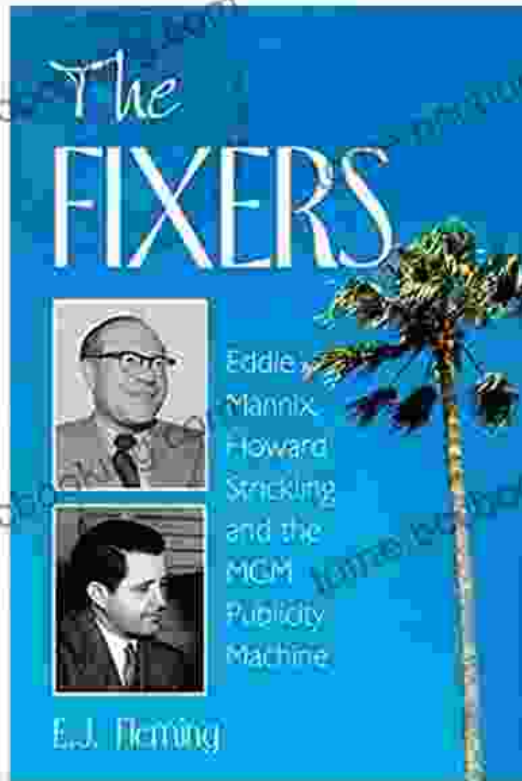
### **The MGM Publicity Machine at Work**

Together, Mannix and Strickling employed a wide range of tactics to shape public perceptions of MGM's stars. They orchestrated carefully staged photo shoots, planted stories in newspapers and magazines, and arranged public appearances that showcased MGM's talent in the best possible light.

The MGM publicity machine also played a pivotal role in managing the studio's image during times of crisis. When scandals threatened to tarnish the reputations of MGM's stars, Mannix and Strickling deftly intervened, using their influence to suppress negative press and rehabilitate their clients' reputations.

### **Unveiling the Hidden Truths**

**The Fixers: Eddie Mannix, Howard Strickling and the MGM Publicity Machine**



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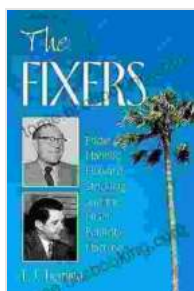
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**Description :**

*Eddie Mannix and Howard Strickling are virtually unknown outside of Hollywood and little-remembered even there, but as General Manager and Head of Publicity for Metro-Goldwyn-Mayer Studios, they lorded over all the stars in Hollywood's golden age from the 1920s through the 1940s--including legends like Garbo, Dietrich, Gable and Garland. When MGM stars found themselves in trouble, it was Eddie and Howard who took care of them--solved*

This deeply researched and captivating book delves into the inner workings of the MGM publicity machine, shedding light on the strategies, tactics, and personalities that shaped Hollywood's golden age. Drawing from a wealth of archival materials, interviews, and insider accounts, the authors provide a fascinating glimpse behind the glittering facade of Hollywood, revealing the secrets that made MGM the most successful studio in the world.

*Eddie Mannix, Howard Strickling, and the MGM Publicity Machine* is an essential read for anyone interested in the history of Hollywood, publicity, and public relations. It is a testament to the power of storytelling and the profound impact that the MGM publicity machine had on shaping American culture and the global perception of Hollywood. Through its captivating narrative and wealth of historical detail, this book reveals the untold stories of the men who pulled the strings, creating an empire of dreams that continues to captivate audiences to this day.



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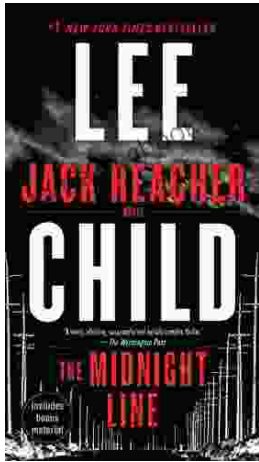
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