

MAD VERTISING

You've been duped, taken, swindled, cheated, lied to, conned, and abused by advertising for years! But now, for the first time, you are being offered a real chance to save money! Because we are against wild claim-making, we won't even mention that this book can enrich your...



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Mad Vertising

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Original Book Format	Paperback
Number of Pages	192 pages
Filetype	PDF / ePUB / Mobi (Kindle)
Filesize	4.69 MB

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Reader's Opinions

I read this book as a kid, and it helped me to think critical about all advertising. The techniques have changed a little bit over the years, but not too much. No days I really feel the under belly agenda of these advertising and I...

A genuinely funny original paperback from the seventies and the crowd over at Mad Magazine. Surprisingly, most of the gags in the book are still relevant today, given the base nature of the advertising business (and the fact that most of the principles have been around for a long time). Bob Clarke provides the artwork. He was never...