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Advertisers at Work

By Tracy Tuten

SPRINGER A PR TRADE Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 229x152x18 mm. Neuware - 'Conversations with some of the sharpest minds in advertising lead the reader gently into the heart of the business. A great read whether you're starting out in advertising or simply want to pick up some tips from the greats.' - Mark Tungate , author of Adland: A Global History of Advertising and Branded Beauty: How Marketing Changed the Way We Look 'In Advertisers at Work , Tracy Tuten conducts interviews with some of the ad world's biggest players. The interviews-ranging from advertising legend Mike Hughes to leaders of the next generation like David Oakley and Susan Credle-reveal much about the nature of creativity and why we all respond to certain ads either with a laugh or a purchase. Tuten's skillful questions also highlight how these men and women learned the craft, found mentors, and landed jobs doing things they 'didn't know you could get paid to do.' They talk about successes and failures, their hopes and dreams, and the direction of the industry as we move into the age of social and branded media. If you are in the field of advertising or one of...



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