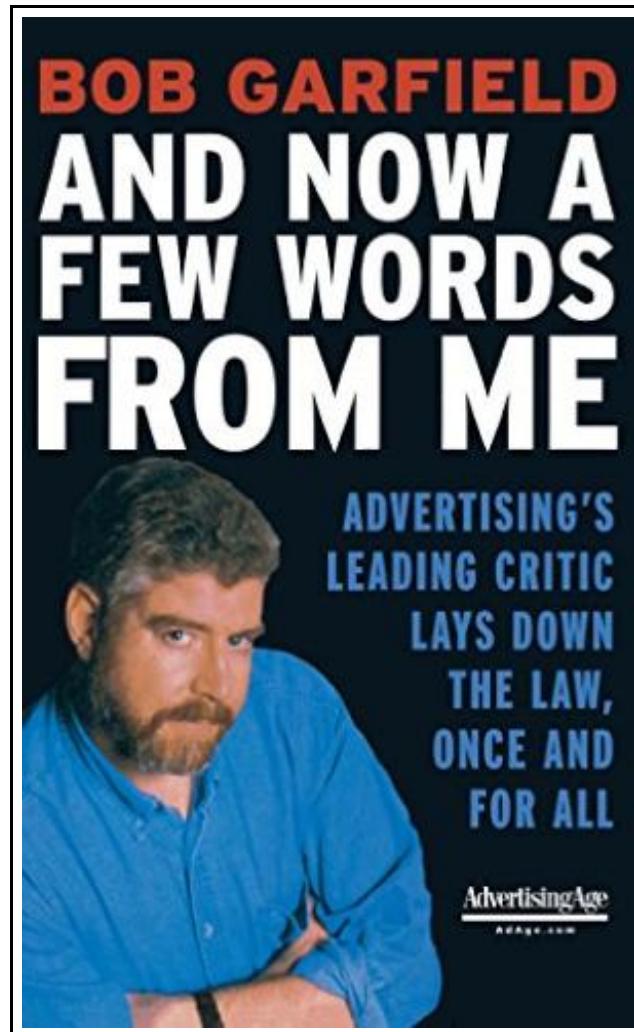


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McGraw-Hill Education - Europe, United States, 2003. Hardback. Book Condition: New. 217 x 147 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Advertising s most influential critic discusses what is wrong with today s ads - and how to make it right. For almost two decades, Bob Garfield s Ad Review column in Advertising Age has been a weekly must-read in the marketing world. Garfield s sharp, witty observations have buoyed - and buried - thousands of campaigns. In And Now a Few Words from Me , Garfield looks at today s advertising and decries the emperor s lack of clothing. Why has breaking the rules become such a virtue? What are the ten commandments of advertising that are virtually guaranteed to work - and almost universally ignored? Garfield asks the tough questions and provides piercing - and always dead-on accurate - answers. Lost in today s endless stream of fast-cut production and shock for shock s sake is the idea that advertising, at its essence, is about nothing more complex than communicating a convincing selling idea to a prospective customer. And Now a Few Words from Me reminds us that sound and fury alone have always - and will always - signified nothing. Using the uncompromising approach that has become his trademark, Bob Garfield calls for a return to the rules and discipline that make great advertising great. Each year at least three hundred thousand ads are produced - maybe it s three million - and a shocking percentage of them violate the rules, too, under the pitiful, misguided belief that such is the road to Greatness. But that is not the road to Greatness. It is the road to Extreme Suckiness. - From Chapter 1. Bob Garfield, the voice behind Advertising Age s widely-read column Ad...



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