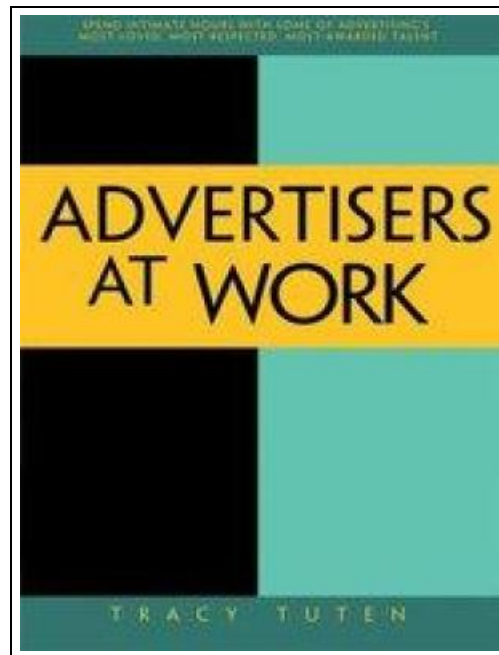


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(Dr. Marvin Deckow)

ADVERTISERS AT WORK (PAPERBACK)



Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2012. Paperback. Condition: New. 1st ed.. Language: English . Brand New Book. 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 those people who often say, `Hey, did you see that commercial . . . , you ll find Advertisers at Work a valuable addition to your bookshelf. -John Sweeney, Distinguished Professor, School of Journalism University of North Carolina, Chapel Hill;Former Associate Creative Director, Foote, Cone Belding In Advertisers at Work, readers will gain insights from the most interesting people working in the field of advertising today, told in their own words. Guided by interviewer Dr. Tracy Tuten, 18 advertising leaders share their favorite stories, debunk the myths of advertising, make predictions on the industry s...



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