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GOODVERTISING: CREATIVE ADVERTISING THAT CARES



Thames & Hudson Ltd. Hardback. Book Condition: new. BRAND NEW, Goodvertising: Creative Advertising That Cares, Thomas Kolster, Can advertising be a force for good? Can it bring about positive social or environmental change? Should it tell the truth about a brand? With todays consumers being more informed, empowered and ethically minded than ever, advertising needs to do all those things and more. Organized around 10 Commitment chapters, "Goodvertising" showcases outstanding creative work from over 120 campaigns from around the world...

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- Authored by Thomas Kolster
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