

Admen, mad men, and the real world of advertising : essential lessons for business and life

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Abstrak

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ABSTRACT
A bestselling author and advertising veteran shares a life s lessons from the ad trade.

Dave Marinaccio, cofounder and the creative director of LMO Advertising, is a veteran of the industry who, as a young man starting out, studied stand-up at Second City in Chicago. He later wrote an international bestseller, "All I Really Need to Know I Learned from Watching Star Trek." His equally entertaining new book takes us inside the world of advertising, offering stories and observations from his three decades at some of America's best-known agencies, working with clients from Pizza Hut to the Holocaust Museum. In short, punchy chapters, Dave pulls back the curtain and shares his insights on how marketing decisions are made and other lessons. His topics range from logos, the big idea, and selling perfume to how we undervalue our gifts, to do-overs, celebrities, and "meetingsmanship." And more than a few lessons turn out to be apt not just for business but for our stressed-out lives.

Admen, Mad Men, and How Advertising Really Works" is written to be easily digestible by interns, CEOs, or anyone who has ever watched a television commercial or clicked on a banner ad. Irreverent, packed with useful information, and unflinchingly honest, it is a serious business book by a seriously funny man and a must for anyone who lives, works, or plays in today's commercial culture