

And Now A Few Words From Me - Bob Garfield

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"A witty and frank look at the ad biz from one of its most respected voices Advertising has become an endless stream of clichés, cheesy productions, miscast celebrities, and gratuitous sex - and take-no-prisoners Advertising Age columnist Bob Garfield has had enough. In the often hilarious, always dead-on And Now a Few Words from Me, Garfield looks at the best and the worst in today's advertising as he tells advertising pros that it's time to swallow their own egos, return clients' rights to the forefront, and - once and for all - eliminate bad advertising from the face of the earth." Words: advertising and, advertising on, and advertising, look me now, now look at me, on advertising, promotion and Author: Garfield, Bob Publisher: McGraw-Hill Illustration: N Language: ENG Title: And Now a Few Words From Me Pages: 00000 (MicrosoftReader.lit) / 00000 (Encrypted PDF) On Sale: 2003-05-12 SKU-13/ISBN: 9780071403160 Lib Category: Marketing Lib Category: Advertising Category: Business & Economics : Advertising & Promotion

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