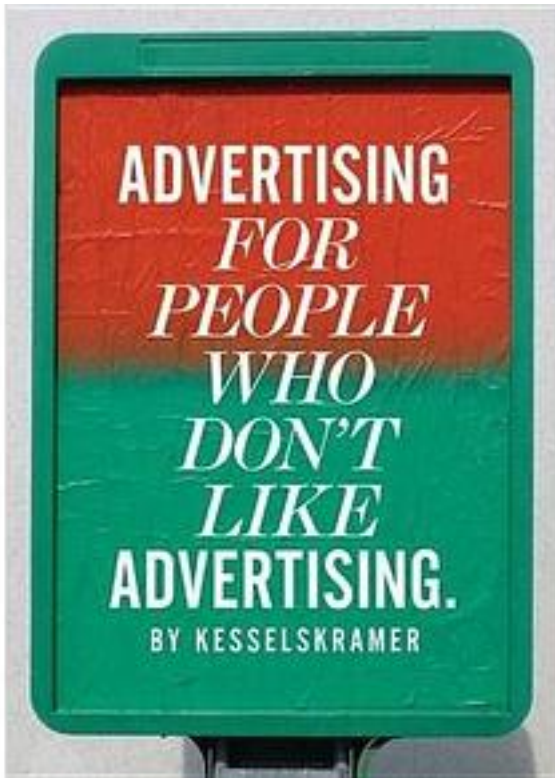


Advertising for People Who Don't Like Advertising



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This is a book by a company that dislikes advertising as much as anyone. Nevertheless, it makes adverts. It has worked with global brands to produce fashion collections and promoted a town with a mass wedding. It creates advertising with more human, truthful communications. The company's name is KesselsKramer. This book describes how to make something you like out of something you don't. As well as drawing on its own experiences, KesselsKramer listens and learns from those who doubt the advertising industry. Stefan Sagmeister explains how quitting work makes you better at

working; Hans Aarsman discusses authenticity in imagemaking; and, Alex Bogusky looks at ways to help capitalism grow up. "Advertising for People Who Don't Like Advertising" is partly a creative handbook and partly an attempt to make the world a very slightly better place. It's intended for anyone who has ever hated a web banner or zapped an ad break.

作者介绍:

目录:

[Advertising for People Who Don't Like Advertising_ 下载链接1](#)

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评论

英语退步了，泪目，要重读一遍才行。但是令我最深刻的一个观点是，不好坏的就是不好的，反而有时反其道而行会更好。

如果说纸质书的生命力还值得尊重的话，这本是个例子。装帧和设计本身也是阅读体验的一部分，少掉了，体验就差了——你不能说这是文字本身的力量不够。应该是锦上添花的作用。

整本书只是看到了一种对现在广告公司的质疑以及反抗，可是有几个人能一直年轻不老去，我其实想知道一个做创意的公司的盈利情况。只有学生才会只谈情怀不谈钱吧。

This is the kind of agency that I want to work for life. Full of passion. Big ideas. Smart people.

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书评

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