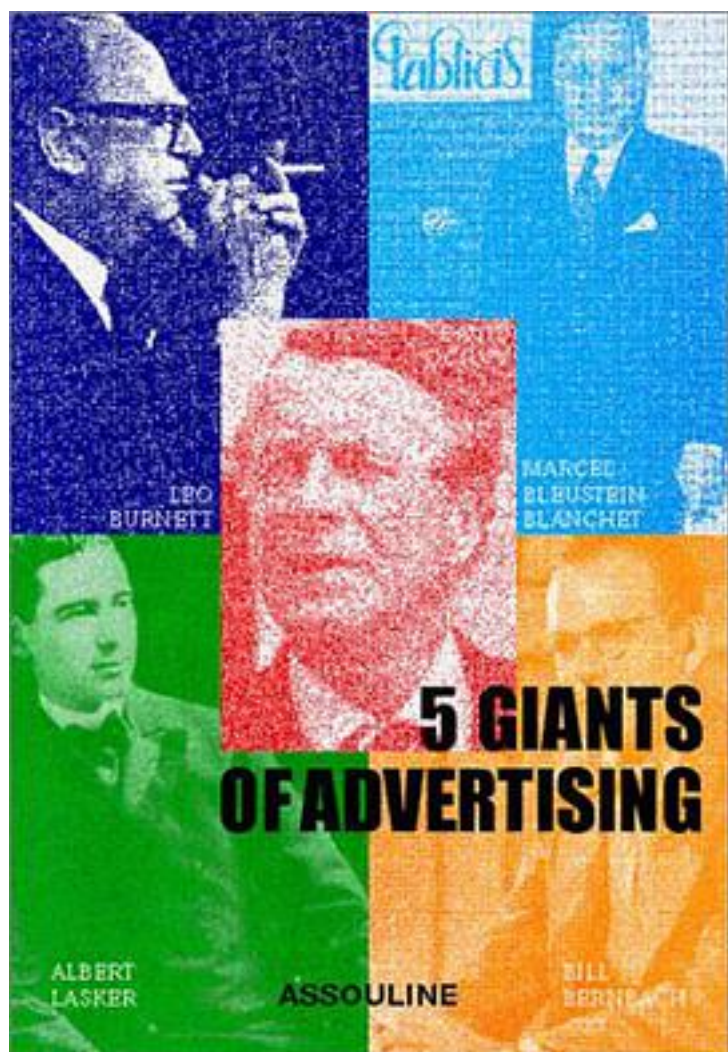


5 Giants Of Advertising



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The history of advertising is detailed here through five of the world's most influential figures in the field. Albert Davis Lasker, who changed the consumer habits of the American public with his campaigns for Palmolive, Kotex and Lucky Strike. Leo Burnett, who gave life to mythical characters such as the Marlboro man and the Green Giant. Marcel Bleustein-Blanchet, the Frenchman who earned a place at the side of the American giants. David Ogilvy, who brought British style to American advertising. And finally, Bill Bernbach, who invented a new style of advertising, inspiring unique and creative work for clients such as Levy's bread and Polaroid film. This book profiles these pioneers and illustrates the campaigns that made them authorities in the advertising world. Although The 5 Giants Of Advertising focuses primarily on these men, it also includes many others who created, animated and reformed this profession. This book is a tribute to all these great talents who have made history with their contributions to the advertising industry.

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