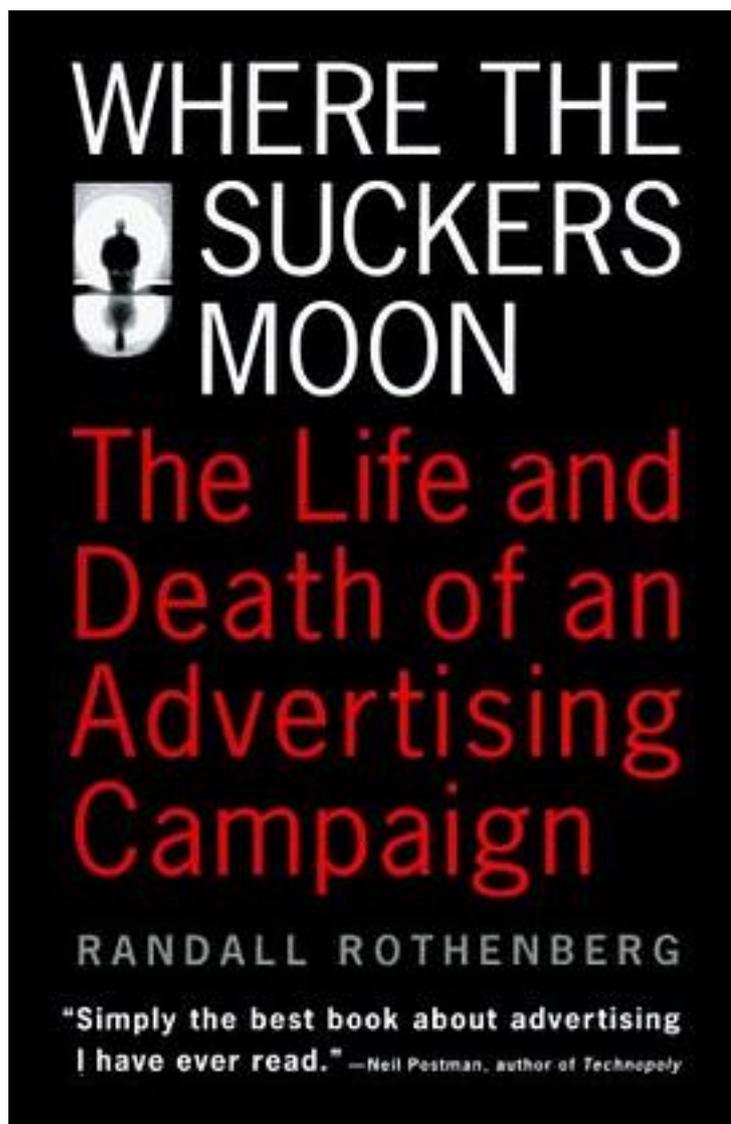


Where the Suckers Moon



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著者:Randall Rothenberg

出版者:Vintage

出版时间:1995-10

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Rothenberg chronicles the brief, turbulent marriage between a recession-plagued auto company and an aggressively hip ad agency (whose creative director despised cars), capturing both the ad world's tantalizing gossip and the broader significance of its creations. "Simply the best book about advertising I have ever read." --Neil Postman (Technopoly).

作者介绍:

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评论

4.5星吧，虽然有些瑕疵（抽象理论和无关细节有点太多），但整体来说是关于广告业的超好作品

Unbelievable 360-degree live documentary on the Subaru-W+K marriage from infancy to death. Cheers to the bravery of both companies for letting this book happen.

"Nike is a marketing oriented company, and the product is our most important marketing tool... It was selling heros."

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书评

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