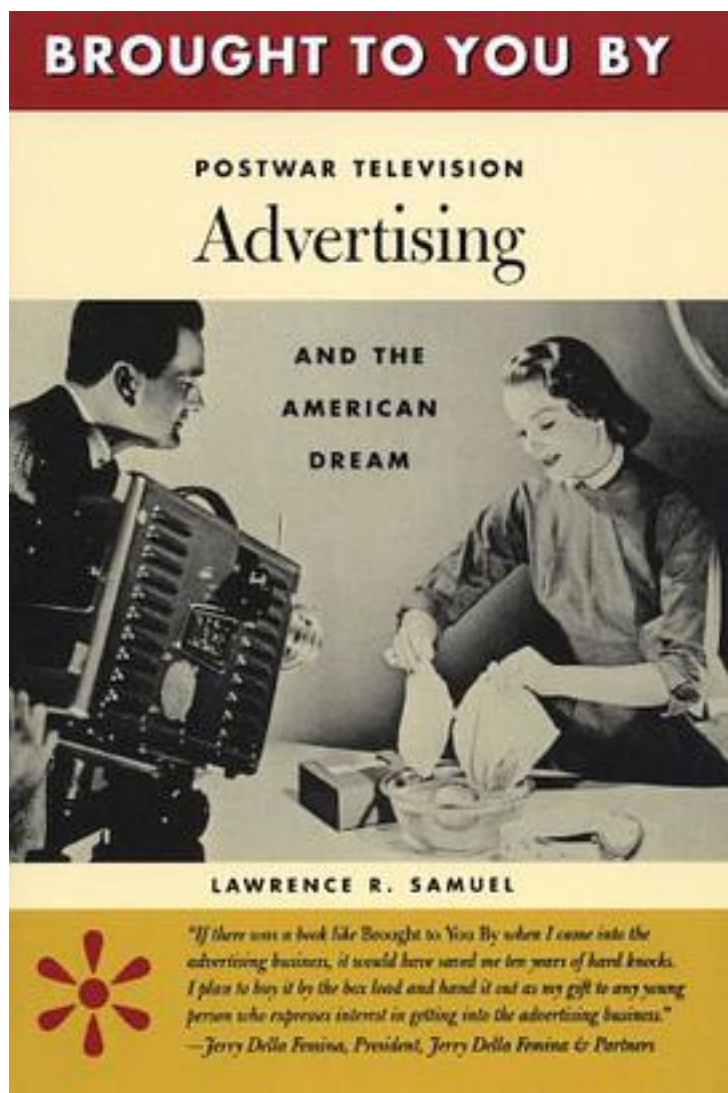


Brought to You By



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'If there was a book like "Brought to You By" when I came into the advertising business, it would have saved me ten years of hard knocks. I plan to buy it by the box load and hand it out as my gift to any young person who expresses interest in getting into the advertising business' - Jerry Della Femina, President, Jerry Della Femina & Partners. 'The most exciting and comprehensive explanation of how a single medium rose to be one of the most definitive forces in our culture' - John Gerzema, Managing Director, Fallon NYC. 'A fun-filled journey of reminiscences for those of us old enough to remember the early days of TV advertising. Samuel also provides a powerful analogy that puts the roles of regulation, freedom, and the profit motive of the Internet in perspective' - Paul J. Groncki, Ph.D., VP, Director of Marketing Research, J.P. Morgan. 'Incredibly thought-provoking for anyone interested in the shaping of our commercial culture' - Megan Kent, Executive Director, Brand Planning, Bozell Worldwide. 'All scholars interested in how and why advertisers used commercials to advance a triumphant and optimistic American Way will find Brought to You By an exciting read' - Lary May, Professor of American Studies, University of Minnesota. 'This important book examines and credits, warts and all, the undeniable engine behind our country's thirst for growth and belief in endless possibilities - the television commercial' - Mark R. Morris, Chairman, Bates North America. 'For the general reader or the specialist seeking to understand the commercial roots of our experience economy, I cannot imagine a more perceptive guide' - John F. Sherry, Jr., Professor of Marketing, Northwestern University. 'Fascinating reading, capturing a pivotal moment in the shaping of the most powerful generation in history, baby boomers' - Benny Sommerfeld, Business Development Manager, Volvo Cars N.A. Lawrence R. Samuel writes, consults, and teaches in New York City. His other books include "Pledging Allegiance: American Identity and the Bond Drive of World War II".

作者介绍:

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评论

靠援引这本书写essay的时候，才知道什么叫做“填补了领域的空白”！资料翔实，条分缕析，真乃居家旅行必备reference！缺点就是美国式的隐喻和反讽太多了，有时候根本搞不清作者是在吐槽还是在认真陈述，有话好好说不行嘛？！

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