

Bang!



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We all want to get our message heard. And in Bang! , marketing gurus Linda Kaplan Thaler and Robin Koval tell us how. They and their talented colleagues are the brains behind a host of memorable and highly successful ads, from the enormously successful AFLAC duck to the irresistibly sentimental “Kodak Moment” to Herbal

Essences’ outrageous “Totally Organic Experience.” In Bang! , Kaplan Thaler and Koval offer proven strategies for creating a loud, clear, attention-grabbing message about and product or service.

Full of entertaining anecdotes and inspiring accounts of campaigns that have propelled revenues and dramatically increased market share, Bang! shows managers how to create a marketing campaign that cuts through the message clutter and creates a genuine marketing explosion.

作者介绍:

Linda Kaplan Thaler is the CEO and Chief Creative Officer and Robin Koval is General Manager of the Kaplan Thaler Group, ranked as the fastest growing advertising agency in the U.S. by leading industry and business publications. They are responsible for some of the biggest bangs in the marketing world skyrocketing sales, infiltrating pop culture and creating brand icons such as the AFLAC Duck.

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评论

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书评

这本书就说了一个观点：一开始就不同凡响：在喧闹的世界里如何取得发言权。
很好的执行。

广告公司出书就这样，案例+口号+图片，印刷精美，手感良好。比如《奥美的观点》，叶茂中策划系列，等等。《一开始就不同凡响》至少打破了两点，图片极少，印刷不好，好像是盗版书，这...

由于工作关系,开始接触自己之前不熟悉的广告公司.碰巧这本书被我看到了,的确是一个入门级的好指导.通过一个个案例,去了解广告公司人员的思考模式;虽然不是每个人的工作都是卖想法的,但是这样的时候还是随时出现在生活中的.书中的方法不一定在中国通用,但是思维模式和考虑角度都...

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