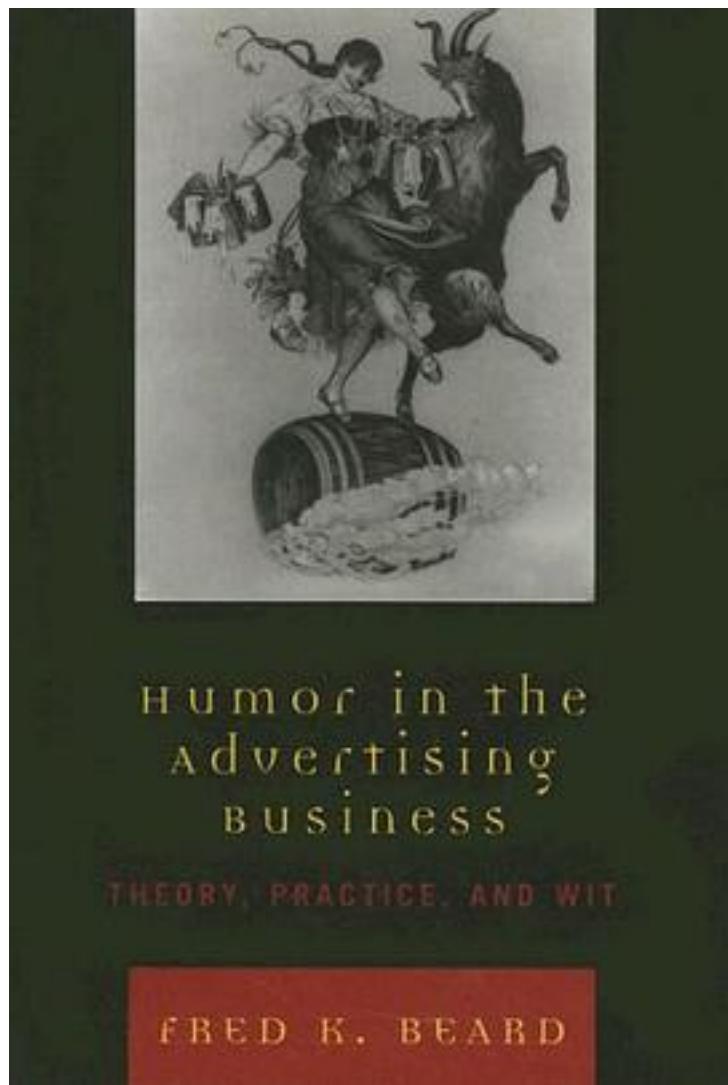


# Humor in the Advertising Business



[Humor in the Advertising Business 下载链接1](#)

著者:Beard, Fred K.

出版者:Rowman & Littlefield Pub Inc

出版时间:2007-8

装帧:HRD

isbn:9780742554252

Beard's "Humor in the Advertising Business" offers a concise yet thorough exploration of how advertising humor works. As one of advertising's most frequently used tactics, humor is an admittedly complicated topic. Supported with dozens of the world's funniest ads, insights from creative strategists and artists, and decades of research, "Humor in the Advertising Business" surveys the whimsical side of modern advertising. Great as a supplemental text in advertising principles, copywriting, and advertising strategy courses.

作者介绍:

目录:

[Humor in the Advertising Business 下载链接1](#)

标签

评论

---

[Humor in the Advertising Business 下载链接1](#)

书评

---

[Humor in the Advertising Business 下载链接1](#)