

# The Pencil Book



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In his Hello! Fresán notes that this work is "a product" for "student-consumers". Expressing concern at "the excessive specialization in the education ... [of] students within the field of communications", he puts forward 10 pseudo postulates : e.g. "how to work little and earn very well", "how to be generous with your colleagues and not be stingy with information", &, "how not to believe oneself to believe, nor believe in others being Leonardo Da Vinci". The "schizophrenia" of advertising is explored in a personal selection from his c.v. : e.g. "I have helped to sell ... a book edited in U.S.A., about New York, without ever having lived in New York"

作者介绍:

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标签

哪里有这个本书呢

pencil

评论

这书有点意思！

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书评

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