

# O'Reilly on Advertising



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著者:O'reilley

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O'Reilly on Advertising offers a rare cook's tour of the Ad Game. The host is Terry O'Reilly, one of the world's top Radio/Voiceover directors, who lives, works and eats at the epicentre of Canadian Advertising. The CD features the world's greatest ads from Australia, Britain, Canada and US and tells the stories behind them. This is a look at the history of advertising, how ads have changed, what is acceptable and how social norms have changed. It's a look at how technology changes ads and how ads use new technology. It's sometimes a nostalgic trip down memory lane. Other times it's shocking and often humourous. More than good, it's good for you: O'Reilly on

Advertising is a great source of Media Literacy. Terry O'Reilly began his career in 1981 as copy chief at a small radio station. He later wrote for some of the most creative agencies in Canada: Lowe Goodgoll, DDB/Needham and Chiat/Day. In 1990, he helped start Pirate Radio, specializing in the writing and directing of radio commercials. Since then, Pirate has grown to become Pirate Radio and Television. He judges award shows and hosts radio workshops. He has won over 300 awards for his writing.

作者介绍:

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