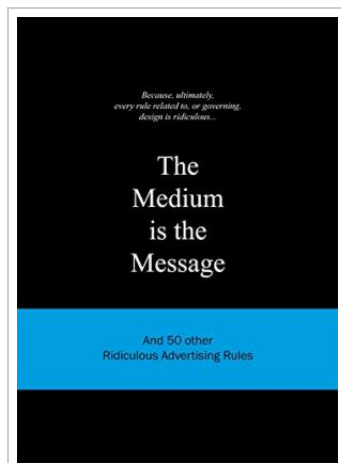




Medium is the Message: And 50 Other Ridiculous Advertising Rules (Hardback)

By Anneloes Van Gaalen

BIS Publishers B.V., Netherlands, 2011. Hardback. Condition: New. Language: English . Brand New Book. The world of advertising seems to have a seemingly endless list of rules. Some consider these rules to be valuable words of wisdom; others perceive them to be mere restrictions, dogmas, and formulae that need to be bent, twisted, or broken entirely. The Medium is the Message provides a list of inspirational or delusional advertising jargon for the world to judge.



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