Advertising for People Who Don't Like Advertising PDF



by Kesselskramer: Advertising for People Who Don't Like Advertising

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Description:

PDF-e69a0 | This is a book by a company that dislikes advertising as much as anyone. Nevertheless, it makes adverts. It has worked with global brands to produce fashion collections and promoted a town with a mass wedding. It creates advertising with more human, truthful communications. The company's name is KesselsKramer. This book describes how to make something you like out of something you don't. As well as... Advertising for People Who Don't Like Advertising





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