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And Now a Few Words from Me: Advertising's Leading Critic Lays Down the Law, Once and for All (Hardback)

By Bob Garfield

McGraw-Hill Education - Europe, United States, 2003.

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*****.Advertising's most influential critic discusses what is wrong with today's ads - and how to make it right. For almost two decades, Bob Garfield's Ad Review column in Advertising Age has been a weekly must-read in the marketing world. Garfield's sharp, witty observations have buoyed - and buried - thousands of campaigns. In *And Now a Few Words from Me*, Garfield looks at today's advertising and decries the emperor's lack of clothing. Why has breaking the rules become such a virtue? What are the ten commandments of advertising that are virtually guaranteed to work - and almost universally ignored? Garfield asks the tough questions and provides piercing - and always dead-on accurate - answers. Lost in today's endless stream of fast-cut production and shock for shock's sake is the idea that advertising, at its essence, is about nothing more complex than communicating a convincing selling idea to a prospective customer. *And Now a Few Words from Me* reminds us that sound and fury alone have always -...



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