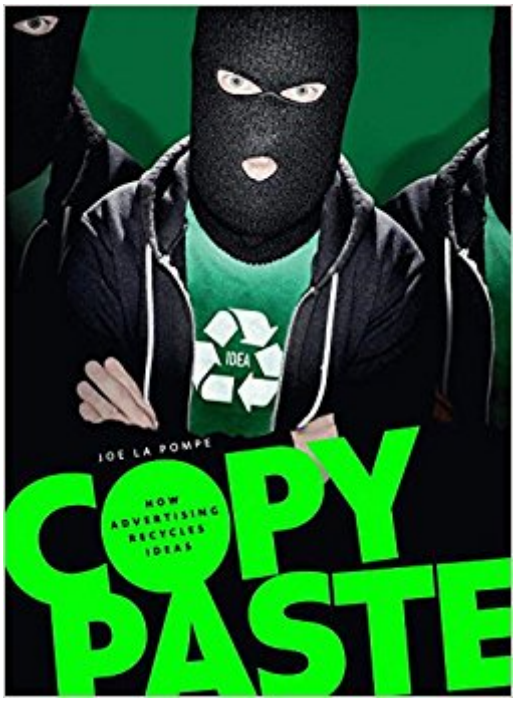
Ebook Directory
the best source of ebook

The book was found

Copy Paste: How Advertising Recycles Ideas



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Taking a second look at advertising campaigns: revealing reproductions, trumpeting creativity, and inspiring all to look just a little closer. Books about advertising are supposed to be a source of inspiration, yet here is one that takes the opposite tack. Not that the dozens of adverts compiled here are badÃ¢â ¬â •au contraire. They have been presented at major industry conferences and some have even won awardsÃ¢â ¬â •but because many of them are, knowingly or not, reproductions. Whether that is the result of deliberate plagiarism or unlucky coincidence remains an open question. You are free to judge for yourself.

Book Information

Hardcover: 228 pages

Publisher: Gestalten; Bilingual edition (October 28, 2016)

Language: English

ISBN-10: 3899556909

ISBN-13: 978-3899556902

Product Dimensions: 9.2 x 0.9 x 12 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #641,268 in Books (See Top 100 in Books) #131 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

For nearly 20 years, JOE LA POMPE has pursued a passion for uncovering identical adverts. Working undercover, today he is the worldÃ¢â ¬â„¢s best known "copycat hunter". The French blogger is followed by advertisers from around the world, who love his revelations. Until he catches them, that is. Copy Paste, his third book, campaigns for more creativity. You will have to read it at least twice.

Download to continue reading...

Copy Paste: How Advertising Recycles Ideas Airbnb Toolbox: How to Become an Airbnb Host, Make Money on Airbnb + Manage Your Vacation Rental (Includes Copy/Paste Templates): How to Profit From Your ... (Airbnb Books + How To Guides Book 1) Pierre the French Bulldog Recycles Advertising: Concept and Copy (Third Edition) Advertising: Concept and Copy (Second Edition) Advertising Creative: Strategy, Copy, and Design Graphis Advertising 98 (Graphis Advertising

Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Revenge of the Paste Eaters: Memoirs of a Misfit Paper Galaxy: Out-of-This-World Projects to Cut, Fold & Paste An Indie Rock Alphabet Book: A Paste Reader For Kids & Their Parents Cut & Paste 123s Workbook, Grades Preschool - K (Big Skills for Little HandsÃ Â®) Cut & Paste the Alphabet, Ages 3 - 5 (Big Skills for Little HandsÃ Â®) Should We Use Someone Else's Sermon?: Preaching in a Cut-and-Paste World Katazome: Japanese Paste-Resist Dyeing for Contemporary Use Sewing and Sculpting Dolls: Easy-To-Make Dolls from Fabric, Modeling Paste, and Polymer Clay A PATIENTÃ¢â ¬â„¢S PERSPECTIVE ON CARING FOR YOUR CHOPPERS: Toothbrushes, Paste, Floss, Mouth Guards, Onlays, Crowns, etc. Advertising by Design: Generating and Designing Creative Ideas Across Media

Contact Us

DMCA

Privacy

FAQ & Help