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Confesiones personales de un publicitario

By Bassat, Luis

Booket, 2012. soft. Condition: New. Encuadernación: Rústica sin solapas Colección: Noema En 1963 David Ogilvy publicó sus Confessions of an Advertising Man (Confesiones de un publicitario). El libro se convirtió en un bestseller y hoy sigue siendo un referente en las prácticas publicitarias. Inspirado en este volumen del genio de la publicidad que fuera su maestro y luego socio, Luís Bassat hace un recorrido por los momentos que han marcado su vida, como publicista y como persona. Autor de campañas memorables y creador de marcas imborrables, el texto de Bassat destila conocimiento y revela los conceptos, tácticas y técnicas que han forjado su carrera estelar como publicista. Memorias íntimas y atípicas de una de las figuras más relevantes de la publicidad moderna, de un hombre que se confiesa inquieto, inconformista, tenaz y perfeccionista; también judío, padre, empresario y coleccionista. Escritas en un lenguaje sencillo y eficaz como marca el estilo de Bassat y Ogilvy harán las delicias del lector, del publicitario, del retirado y del profano. *** Nota: EL COSTE DE ENVÍO A CANARIAS ES 9.99 EUROS. Si ha realizado un pedido con destino a CANARIAS no podemos hacer el envío con el coste actual. Nos pondremos en contacto con usted para...

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