

Campaigns That Shook The World The Evolution Of Public Relations

The brief war between Russia and Georgia in August 2008 seemed to many like an unexpected shot out of the blue that was gone as quickly as it came. Former Assistant Deputy Secretary of State Ronald Asmus contends that it was a conflict that was prepared and planned for some time by Moscow, part of a broader strategy to send a message to the United States: that Russia is going to flex its muscle in the twenty-first century. *A Little War that Changed the World* is a fascinating look at the breakdown of relations between Russia and the West, the decay and decline of the Western Alliance itself, and the fate of Eastern Europe in a time of economic crisis.

NEW YORK TIMES BESTSELLER From *Face the Nation* moderator and contributing editor for *The Atlantic* John Dickerson come the stories behind the stories of the most memorable moments in American presidential campaign history. The stakes are high. The characters full of striving and ego. Presidential campaigns are a contest for control of power in the most powerful country on earth. The battle of ideas has a clear end, with winners and losers, and along the way there are sharp turning points—primaries, debates, conventions, and scandals that squeeze candidates into emergency action, frantic grasping, and heroic gambles. As Mike Murphy the political strategist put it, "Campaigns are like war without bullets." *WHISTLESTOP* tells the human story of nervous gambits hatched in first-floor hotel rooms, failures of will before the microphone, and the cross-country crack-ups of long-planned stratagems. At the bar at the end of a campaign day, these are the stories reporters rehash for themselves and embellish for newcomers. In addition to the familiar tales, *WHISTLESTOP* also remembers the forgotten stories about the bruising and reckless campaigns of the nineteenth century when the combatants believed the consequences included the fate of the republic itself. Some of the most modern-feeling elements of the American presidential campaign were born before the roads were paved and electric lights lit the convention halls—or there were convention halls at all. *WHISTLESTOP* is a ride through the American campaign history with one of its most enthusiastic conductors guiding you through the landmarks along the way.

On 27 October 1942, four 'Long Lance' torpedoes fired by the Japanese destroyers *Makigumo* and *Akigumo* exploded in the hull of the aircraft carrier *USS Hornet* (CV-8). Minutes later, the ship that had launched the Doolittle Raid six months earlier slipped beneath the waves of the Coral Sea. Of the pre-war carrier fleet the Navy had struggled to build over 15 years, only three were left: *USS Enterprise*, which had been badly damaged in the battle of Santa Cruz; *USS Saratoga* (CV-3) which lay in dry dock, victim of a Japanese submarine torpedo; and the *USS Ranger* (CV-4), which was in the mid-Atlantic on her way to support Operation Torch. For the American naval aviators licking their wounds in the aftermath of this defeat, it would be difficult to imagine that within 24 months of this event, *Zuikaku*, the last survivor of the carriers that had attacked Pearl Harbor, would lie at the bottom of the sea. Alongside it lay the other surviving Japanese carriers, sacrificed as lures in a failed attempt to block the American invasion of the Philippines, leaving the United States to reign supreme on the world's largest ocean. Now publishing in paperback, this is the fascinating account of the Central Pacific campaign, one of the most stunning comebacks in naval history, as in just 14 months the US Navy went from the jaws of defeat to the brink of victory in the Pacific.

NAMED ONE OF THE BEST BOOKS OF 2020 BY NPR, THE FINANCIAL TIMES, AND GQ The hidden story of the wanton slaughter -- in Indonesia, Latin America, and around the world -- backed by the United States. In 1965, the U.S. government helped the Indonesian military kill approximately one million innocent civilians. This was one of the most important turning points of the twentieth century, eliminating the largest communist party outside China and the Soviet Union and inspiring copycat terror programs in faraway countries like Brazil and Chile. But these events remain widely overlooked, precisely because the CIA's secret interventions were so successful. In this bold and comprehensive new history, Vincent Bevins builds on his incisive reporting for the *Washington Post*, using recently declassified documents, archival research and eye-witness testimony collected across twelve countries to reveal a shocking legacy that spans the globe. For decades, it's been believed that parts of the developing world passed peacefully into the U.S.-led capitalist system. The *Jakarta Method* demonstrates that the brutal extermination of unarmed leftists was a fundamental part of Washington's final triumph in the Cold War.

An account of the November revolution in Russia. Most of it deals with "Red Petrograd" cf. Pref.

Cultural and regional differences in creating and managing advertising require unique responses to a dynamic, rapidly globalising business environment. To be global in advertising is no longer to be homogenised or standardised, it is to be at the leading edge of social and cultural trends that are changing the world as we know it. *Global Advertising Practice in a Borderless World* covers a wide range of adaptive advertising practices, from major and emerging markets, in mainstream and digital advertising. It focuses on understanding how the globalisation of advertising works in practice, explored in three sections: globalising advertising in a media and communications context; advertising in a global world; and global advertising in a digital world. Covering past, present and potential futures, through an impressive ensemble of global advertising practitioners and academics, the book combines academic rigour with practical insights to provide a comprehensive analysis of the changing dynamics between advertising and globalisation. It will be of great interest to researchers, educators and advanced students in advertising, global branding, international marketing, international business media, communication and cultural studies.

With Justice Ruth Bader Ginsburg's sudden passing, control of the Supreme Court—and with it the fate of the Constitution—has become the deciding issue for many voters in the 2020 presidential election. And the stakes could not be higher. With a simple majority on the Supreme Court, the left will have the power to curtail or even abolish the freedoms that have made our country a beacon to the world. We are one vote away from losing the Republic that the Founders handed down to us. Our most precious constitutional rights hang by a thread. Senator Ted Cruz has spent his entire career on the front line of the war to protect our constitutional rights. And as a Supreme Court clerk, solicitor general of Texas, and private litigator, he played a key role in some of the most important legal cases of the past two decades. In *One Vote Away*, you will discover how often the high court decisions that affect your life have been decided by just one vote. One vote preserves your right to speak freely, to bear arms, and to exercise your faith. One vote will determine whether your children enjoy their full inheritance as American citizens. God may endow us with "certain unalienable rights," but whether we enjoy them depends on nine judges—the "priests of the robe" who have the last say in our system of government. Drawing back the curtain of their temple, Senator Cruz reveals the struggles, arguments, and strife that have shaped the fate of those rights. No one who reads *One Vote Away* can ever again take a single seat on the Supreme Court for granted.

Over the past four decades, a series of PR campaigns have helped to shape popular culture and influence public opinion. *Campaigns that Shook the World* provides the inside story on the pivotal PR campaigns of the past four decades, following and celebrating the maturation and expansion of the PR industry towards today's practice. It examines ten of these campaigns in detail from the 1970s to the present day, explaining their strategy and tactics, looking at the imagery and icons they created and interviewing the powerful, flamboyant personalities who crafted and executed these seminal projects. Each chapter is built around extended case studies including Thatcherism (1979), New Labour, The Royal Family, The Rolling Stones (1981), David Beckham, London 2012, Product [RED], The Obama Campaign (2008) and Dove Real Beauty. Featuring campaigns by Saatchi & Saatchi, Bell Pottinger, Ogilvy, Freuds, Pitch and other well-known agencies, *Campaigns that Shook the World* grapples with PR's uneasy

place at the nexus of politics and celebrity, holding the best campaigns up to scrutiny and showcasing just how powerful PR can be as an instrument of change, for the good, and at times for the less than good. It contains insights from Alastair Campbell, Lord Tim Bell, Alan Edwards, Paddy Harverson, Matthew Freud and many others.

This book describes how marketing organizations successfully move from product concept to the creation of a successful brand, and explains the key tools used to develop branding. It introduces selling theories and the principles of consumer behaviour, and documents the creation and development of brands using real-world examples. It goes on to explain strategic pricing, methods of distribution, market research, strategic thinking and the promotion of these brands through advertising. The Fundamentals of Marketing is fully illustrated with up-to-the-minute examples and case studies, including Amazon, Bling H2O and Tap'd NY, Petstages, Red Bull and Wal-Mart.

Cuba's primary health care system is a well-known and well-hidden jewel of global health care. It has eradicated malaria and polio, and curtailed HIV/AIDS and dengue fever. This book focuses on the successes of Cuba's preventive primary health care system, rather than the deficit of the curative care system.

This work is an account of the most intense popular uprising since the protests against the Vietnam War, exploring the convergence and victory of trade unionists, environmentalists, human rights advocates and farmers over the WTO in Seattle.

Campaigns that Shook the World examines the most extraordinary PR campaigns from the 1970s to the present day showcasing the impact of PR excellence.

World War I forever changed how nations engage in warfare. Airplanes, tanks, and submarines were used on a larger scale than ever before. This volume examines the root causes of World War I, which escalated from a small political incident into a massive global crisis. It also details the impact of this war in its immediate aftermath and in the decades that followed. Readers will be engaged by the accessible text, which is enhanced with historical photographs, primary sources, and in-depth sidebars.

A behind-the-scenes look at the world of Madison Avenue examines how advertising has affected American society, demonstrating how the messages of advertising have become a cultural institution. Tour. National ad/promo. UP.

Myths of PR uses popular myths about the theory and practice of public relations as a vehicle for helping startup owners, brand marketers, communications practitioners and students to distinguish between fads and tried-and-tested PR practice. Its purpose is to shatter widespread misconceptions about PR, and grant readers insights into why these myths have endured in spite of clearly demonstrable evidence to the contrary. By exploring topics that readers will relate to (though many might frequently misunderstand), Myths of PR will shed new light on essential PR methodology. From the assumption that PR is a never-ending party, propagated by the way the industry is shown in the media and entertainment, to more potentially damaging misconceptions such as the often-repeated 'all publicity is good publicity', it is an engaging, anecdotal read that offers authentic insights into the reality of PR practice from one of the brightest and most exciting young communication experts in the UK.

It's an election season gone wild in this "irresistible" (Cosmopolitan) and "whip-smart" (Us Weekly) novel about a delicious cast of characters who forge an unlikely friendship while their significant others are out on the campaign trail. Cady Davenport is living the American dream... At least she's supposed to be. She's in a new city, with a new job and even a new fiancé. But when her husband-to-be hits the road for the upcoming presidential election, Cady realizes she's on her own—and that her dream life might not be all she'd imagined. Until she finds herself thrust straight into the heart of the most influential inner circle in Washington, DC: the campaign widows. As friends, they're an unlikely group—a fabulous Georgetown doyenne; a speechwriter turned mommy blogger; an artsy website editor; and a First Lady Hopeful who's not convinced she wants the job. But they share one undeniable bond: their spouses are all out on the trail during a hotly contested election season. Cady is unsure of her place in their illustrious group, but with the pressures of the unprecedented election mounting, the widows' worlds keep turning—faster than ever—as they hold down the fort while running companies, raising babies, racking up page views and even reinventing themselves. And their friendship might be just what Cady needs to find the strength to pursue her own happiness.

Publisher description

Marcel Danesi is an entertaining and insightful tour guide to decoding the messages woven into the advertisements, commercials, brand names, and logos we see on a daily basis. Guiding readers through the basics of how to interpret ads, Danesi explores everything from product and package design to jingles, cyberadvertising, ad campaigns, global impacts, culture jamming, and advertising effects. Why It Sells will fascinate and inform all readers interested in how ads, marketing, and branding take hold in the consumer psyche.

Why and how systems of political financing and representation in Europe and North America give outsized influence to the wealthy and undermine democracy, and what we can do about it. One person, one vote. In theory, everyone in a democracy has equal power to decide elections. But it's hardly news that, in reality, political outcomes are heavily determined by the logic of one dollar, one vote. We take the political power of money for granted. But does it have to be this way? In The Price of Democracy, Julia Cagé combines economic and historical analysis with political theory to show how profoundly our systems in North America and Europe, from think tanks and the media to election campaigns, are shaped by money. She proposes fundamental reforms to bring democracy back into line with its egalitarian promise. Cagé shows how different countries have tried to develop legislation to curb the power of private money and to develop public systems to fund campaigns and parties. But these attempts have been incoherent and unsystematic. She demonstrates that it is possible to learn from these experiments in the United States, Europe, and elsewhere to design a better system that would increase political participation and trust. This would involve setting a strict cap on private donations and creating a public voucher system to give each voter an equal amount to spend in

support of political parties. More radically, Cagé argues that a significant fraction of seats in parliamentary assemblies should be set aside for representatives from disadvantaged socioeconomic groups. At a time of widespread political disenchantment, *The Price of Democracy* is a bracing reminder of the problems we face and an inspirational guide to the potential for reform.

The book aims to give senior executives and communications professionals a guide to the importance of reputation (in terms of how positively or negatively an organisation is perceived by stakeholders such as employees, customers and members of the media), and inspire their thinking in managing reputation.

In 1900 a violent rebellion swept northern China – the Boxer Rebellion. The Boxers were a secret society who sought to rid their country of the pernicious influence of the foreign powers who had gradually acquired a stranglehold on China. With the connivance of the Imperial Court they laid siege to the legation quarter of Peking. Trapped inside were an assortment of diplomats, civilians and a small number of troops. They were all Sir Claude Macdonald, the British Minister in Peking, had to defend against thousands of hostile Boxers and Imperial troops. It would now be a race against time. Could the rag-tag defenders hold out long enough for the gathering relief force to reach them? This book describes the desperate series of events as the multinational force rushed to their rescue.

Time to create ideas - The Kickstart catalogue - Wit an humour in the copy - Creative techniques - Vizualization - Interviews and resources.

Music has long played a role in American presidential campaigns as a mode of both expressing candidates' messages and criticizing the opposition. The relevance of music in the 2016 campaign for the White House took various forms in a range of American media: a significant amount of popular music was used by campaigns, many artist endorsements were sought by candidates, ever changing songs were employed at rallies, instances of musicians threatening legal action against candidates burgeoned, and artists and others increasingly used music as a form of political protest before and after Election Day. The 2016 campaign was a game changer, similar to the development of music in the 1840 campaign, when "Tippecanoe and Tyler Too" helped sing William Harrison into the White House. The ten chapters in this collection place music use in 2016 in historical perspective before examining musical messaging, strategy, and parody. The book ultimately explores causality: how do music and musicians affect presidential elections, and how do politicians and campaigns affect music and musicians? The authors explain this interaction from various perspectives, with methodological approaches from several fields, including political science, legal studies, musicology, cultural studies, rhetorical studies, and communications and journalism. These chapters will help the reader understand music in the 2016 election to realize how music will be relevant in 2020 and beyond.

Ripped from the headlines, *Meet the Deplorables: Infiltrating Trump America* ventures deep into Red State territory and explores the current shape of our divided country, providing a fresh, first-hand perspective of right-wing subcultures and the mindsets of the so-called "deplorables" who helped propel Donald J. Trump to the Oval Office. In his inimitable Gonzo-style, infiltration journalist HARMON LEON—whose stories have appeared in *VICE*, *Esquire*, *The Nation*, and *National Geographic*—dons a variety of disguises and goes undercover into the heart of Trump America where his exploits include canvassing door-to-door as a Trump supporter, hanging out with Trump fanatics as they receive free Donald tattoos, demonstrating how easy it is to purchase an assault weapon on Facebook, visiting an anti-Muslim hate group on the same day as a mass shooting, spending time with anti-choice protesters in front of Planned Parenthood, joining a conversion therapy group that tries to "turn" gay men straight, and many, many more. Adding an innovative extra dimension to the book, two-time winner of the RFK Journalism Award and Pulitzer Prize finalist TED RALL enhances the carefully crafted narrative—and connects Leon's audacious accounts to the greater Trump phenomena—with his own distinctive full-color cartoons and insightful analysis, including a poignant epilogue. A necessary read in the time of Trump, this unique collaboration by the formidable team of Harmon Leon and Ted Rall holds up a mirror to modern conservative life and reflects a reality that is outrageous, entertaining, and always illuminating.

Deftly weaving finance, politics, business, and the global human experience into one tight narrative, a tour-de-force account of 2020, the year that changed everything—from the acclaimed author of *Crashed*. The shocks of 2020 have been great and small, disrupting the world economy, international relations and the daily lives of virtually everyone on the planet. Never before has the entire world economy contracted by 20 percent in a matter of weeks nor in the historic record of modern capitalism has there been a moment in which 95 percent of the world's economies were suffering all at the same time. Across the world hundreds of millions have lost their jobs. And over it all looms the specter of pandemic, and death. Adam Tooze, whose last book was universally lauded for guiding us coherently through the chaos of the 2008 crash, now brings his bravura analytical and narrative skills to a panoramic and synthetic overview of our current crisis. By focusing on finance and business, he sets the pandemic story in a frame that casts a sobering new light on how unprepared the world was to fight the crisis, and how deep the ruptures in our way of living and doing business are. The virus has attacked the economy with as much ferocity as it has our health, and there is no vaccine arriving to address that. Tooze's special gift is to show how social organization, political interests, and economic policy interact with devastating human consequences, from your local hospital to the World Bank. He moves fluidly from the impact of currency fluctuations to the decimation of institutions—such as health-care systems, schools, and social services—in the name of efficiency. He starkly analyzes what happened when the pandemic collided with domestic politics (China's party conferences; the American elections), what the unintended consequences of the vaccine race might be, and the role climate change played in the pandemic. Finally, he proves how no unilateral declaration of "independence" or isolation can extricate any modern country from the global web of travel, goods, services, and finance.

"More than just a nice-to-look-at, easy-to-flip-through book...Pricken has loftier goals—namely, to transform readers into top creatives by introducing them to a variety of techniques and ideas."—*Adweek*

"One of the most successful admen of recent years throws down the ultimate challenge to his profession: innovate or perish. The ad apocalypse is upon us. Today millions are downloading ad-blocking software, and still more are paying subscription premiums to avoid ads. This \$600 billion industry is now careening toward outright extinction, after having taken for granted a captive audience for too long, leading to lazy, overabundant, and frankly annoying ads. Make no mistake, *Madison Avenue: Advertising as we know it is over*. In this short, bound-to-be controversial manifesto, Essex offers both a wake-up

call and a road map to the future. With trenchant wit and razor-sharp insights, he presents an essential new vision of where the smart businesses could be headed, to the cheers of advertisers and consumers alike"--

A lively, revelatory popular history that tells the story of both the Suez Crisis and the Hungarian Revolution of 1956—a tale of conspiracy and revolutions, spies and terrorists, kidnappings and assassination plots, the fall of the British Empire and the rise of American hegemony under the heroic leadership of President Dwight D. Eisenhower—which shaped the Middle East and Europe we know today. The year 1956 was a turning point in history. Over sixteen extraordinary days in October and November of that year, the twin crises involving Suez and Hungary pushed the world to the brink of a nuclear conflict and what many at the time were calling World War III. Blood and Sand delivers this story in an hour-by-hour account through a fascinating international cast of characters: Anthony Eden, the British prime minister, caught in a trap of his own making; Gamal Abdel Nasser, the bold young populist leader of Egypt; David Ben-Gurion, the aging Zionist hero of Israel; Guy Mollet, the bellicose French prime minister; and Dwight D. Eisenhower, the American president, torn between an old world order and a new one in the very same week that his own fate as president was to be decided by the American people. This is a revelatory history of these dramatic events and people, for the first time setting both crises in the context of the global Cold War, the Arab-Israeli conflict, and the treacherous power politics of imperialism and oil. Blood and Sand resonates strikingly with the problems of oil control, religious fundamentalism, and international unity that face the world today, and is essential reading for anyone concerned with the state of the modern Middle East and Europe. Blood and Sand includes 25-30 black-and-white photographs.

Campaigns that Shook the WorldThe Evolution of Public RelationsKogan Page Publishers

Stop to consider the culture of the 21st century: Each morning, you might hear a half-dozen ads on the radio before your feet touch the floor. Staggering out of bed, you'll pass brand logos on your clothing and in your bathroom. By the end of the day, hundreds — perhaps thousands — of marketing messages have targeted you. And yet so little is understood about how marketing affects our lives, our society, and our world. Enter Terry O'Reilly and Mike Tennant, the ad men behind The Age of Persuasion, the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio. They have made it their mission to share the back-room story of modern marketing, entertaining asides and all. "Think of advertisers as millions of ants in a colony, each working hard and each with its own objective. Except that in this colony, every single ant is competing against the others. That's the ad business. Almost every ad you see, hear, and otherwise experience is competing for a piece of your imagination. And like any cross-section of humanity, the vast, worldwide advertising community is diverse: composed of geniuses and idiots, saints and buffoons, and everything in between." From the early players to the Mad Men of the 1960s and beyond, O'Reilly and Tennant offer insights into a rapidly evolving industry. Smart and funny, The Age of Persuasion provides an entertaining — and eye-opening — look at a world driven by marketing.

Move aside history—it's time for herstory. Celebrate fifty inspiring and powerful women who changed the world and left their mark in this lavishly illustrated biography compilation that's perfect for fans of Good Night Stories for Rebel Girls and She Persisted. Throughout history, girls have often been discussed in terms of what they couldn't or shouldn't do. Not anymore. It's time for herstory—a celebration of not only what girls can do, but the remarkable things women have already accomplished, even when others tried to stop them. In this uplifting and inspiring book, follow the stories of fifty powerhouse women from around the world and across time who each managed to change the world as they knew it forever. Telling the stories of their childhood, the challenges they faced, and the impact of their achievements, each lavishly illustrated spread is a celebration of girl power in its many forms. From astronauts to activists, musicians to mathematicians, these women are sure to motivate young readers of all backgrounds to focus not on the can'ts and shouldn'ts, but on what they can do: anything!

The first book to deal with the problems of communicating to a skeptical, media-blitzed public, Positioning describes a revolutionary approach to creating a "position" in a prospective customer's mind—one that reflects a company's own strengths and weaknesses as well as those of its competitors. Writing in their trademark witty, fast-paced style, advertising gurus Ries and Trout explain how to: Make and position an industry leader so that its name and message wheedles its way into the collective subconscious of your market—and stays there Position a follower so that it can occupy a niche not claimed by the leader Avoid letting a second product ride on the coattails of an established one. Positioning also shows you how to: Use leading ad agency techniques to capture the biggest market share and become a household name Build your strategy around your competition's weaknesses Reposition a strong competitor and create a weak spot Use your present position to its best advantage Choose the best name for your product Determine when-and why-less is more Analyze recent trends that affect your positioning. Ries and Trout provide many valuable case histories and penetrating analyses of some of the most phenomenal successes and failures in advertising history. Revised to reflect significant developments in the five years since its original publication, Positioning is required reading for anyone in business today.

"Where do we find our ideals? What does it mean to live for them--and to risk dying for them? For Americans during World War I, these weren't abstract questions. [This book] tells the story of five activists, intellectuals, and troublemakers who agitated for freedom and equality in the hopeful years before the war, then fought to defend those values in a country pitching into violence and chaos"--Amazon.com.

The breakthroughs that have had the most transformative practical impacts, from thermodynamics to the Internet. Physics informs our understanding of how the world works – but more than that, key breakthroughs in physics have transformed everyday life. We journey back to ten separate days in history to understand how particular breakthroughs were achieved, meet the individuals responsible and see how each breakthrough has influenced our lives. It is a unique selection. Focusing on practical impact means there is no room for Stephen Hawking's work on black holes, or the discovery of the Higgs boson. Instead we have the relatively little-known Rudolf Clausius (thermodynamics) and Heike Kamerlingh Onnes (superconductivity), while Albert Einstein is included not for his theories of relativity but for the short paper that gave us E=mc² (nuclear fission). Later chapters feature transistors, LEDs and the Internet.

A New York Times bestseller, Absolut Book is the behind-the-scenes account of the birth and growth of this award-winning campaign and provides a definitive illustrated history of one of the most successful ad campaigns ever. It is a collector's delight with nearly five hundred ads.

A personal adventure story that is also a valuable historic documentary of the heady days Reed spent with Pancho Villa and his peon army in northern Mexico.

Media semiotics is a valuable method of focusing on the hidden meanings within media texts. This book offers students an in-depth guide to help them investigate and understand the media using semiotic theory. It assumes little previous knowledge of the field, avoiding jargon and explaining the issues step by step. The two basic features of the methods used are the historical study of media and their genre and the analysis of the meaning structures that such genres encode. Semiotic analysis is sometimes seen as complicated and difficult to understand; Marcel Danesi shows that on the contrary it can be readily understood and can greatly enrich students' understanding of media texts, from print media right through to the internet.

In the second volume of *The Best Digital Marketing Campaigns in the World*, best-selling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history, analysing what they did right and their impact. This privileged insight into some of the freshest, most creative thinking in the industry covers 40 new campaigns from 40 different agencies/brands around the world, 16 in the UK, 5 in the US/Canada, and the rest from Europe, Australia, the Middle East and North Africa, South Africa and South America. Full of behind-the-scenes insights into campaign strategy, implementation and results, *The Best Digital Marketing Campaigns in the World II* explores how businesses and agencies, large and small, have harnessed social media, blogs, video, email, mobile and search to boost their brand and attract customers. Covering a wide range of world-class, award-winning campaigns from brands such as Activia, Red Bull, Heinz, Harley Davidson, O2, Peugeot, Nike, Samsung, and UEFA, and agencies including Tribal DDB, Scholz and Volkmer, Red Bee, Bell Pottinger Wired, We Are Social and Symbio Digital, this is an inspirational must-read for everyone working in marketing and advertising.

The author analyzes the century in advertising, focusing on the great "campaigns," from P.T. Barnum to Nike's "Just do it."

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