

MICHAEL NEWMAN

22

**IRREFUTABLE
LAWS
OF ADVERTISING
AND WHEN TO
VIOLATE THEM**

The 22 Irrefutable Laws Of Advertising

Lauren Gardner



The 22 Irrefutable Laws Of Advertising:

22 IRREFUTABLE LAWS OF ADVERTISING AND WHEN TO VIOLATE THEM Michael Newman, 2006 Market_Desc Ad and Brand Executives Ad and Brand Managers Designers Copy Writers Advertising Students General Business Readers Special Features The market for new perspectives and successful case histories in the advertising and marketing world is voracious Each chapter is designed and written by an agency and provides readers with winning strategies and techniques necessary for a successful campaign The book uses high profile practitioners working in a number of top agencies around the world to communicate the creative notions that have made their advertising campaigns famous Each chapter explains and exemplifies a particular law using visually arresting illustrations reproduced ads and frames from TV commercials About The Book This is an authoritative and unique guide to the universal principles that underlie great advertising the kind that's proven to be dramatically more successful around the world Each chapter is compiled by a world renowned advertising agency famous for its application of a particular tenet Packed with illustrations reproduced ads and frames from TV commercials **22 Irrefutable Laws of Advertising and When to Violate Them** is an indispensable guide for advertisers and marketers

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