



Think Small: The Story of the World's Greatest Ad

Dominik Imseng

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The ad that started the Creative Revolution. Now analyzed more deeply than any other ad before.

In this first book on a single piece of advertising, copywriter and journalist Dominik Imseng dissects the ad considered the best of all time: "Think small" for the Volkswagen Beetle.

Based on extensive interviews with creative legends Julian Koenig, Bob Levenson, George Lois and Alex Bogusky, as well as with Carl Hahn, head of Volkswagen of America from 1959 to 1964.

"A fascinating story of how the Creative Revolution really started." Al Ries, co-author of "Positioning. The Battle for Your Mind"

"A good read." Steven Heller, School of Visual Arts (NYC)

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This Think Small: The Story of the World's Greatest Ad book is simply not ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is actually information inside this reserve incredible fresh, you will get facts which is getting deeper you read a lot of information you will get. That Think Small: The Story of the World's Greatest Ad without we comprehend teach the one who looking at it become critical in imagining and analyzing. Don't always be worry Think Small: The Story of the World's Greatest Ad can bring when you are and not make your handbag space or bookshelves' become full because you can have it in the lovely laptop even phone. This Think Small: The Story of the World's Greatest Ad having good arrangement in word as well as layout, so you will not experience uninterested in reading.

Neil Owens:

Often the book Think Small: The Story of the World's Greatest Ad has a lot info on it. So when you check out this book you can get a lot of gain. The book was authored by the very famous author. The author makes some research just before write this book. This specific book very easy to read you can get the point easily after scanning this book.

George Medrano:

Playing with family inside a park, coming to see the water world or hanging out with good friends is thing that usually you may have done when you have spare time, in that case why you don't try matter that really opposite from that. Just one activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Think Small: The Story of the World's Greatest Ad, you can enjoy both. It is fine combination right, you still wish to miss it? What kind of hang-out type is it? Oh can happen its mind hangout fellas. What? Still don't buy it, oh come on its known as reading friends.

Wanda Hardin:

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