

## Hey Whipple Squeeze This A Guide To Creating Great Ads Luke Sullivan

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### Hey Whipple Squeeze This A

Great book about ChiatDay, Ad agency for Apple Computers. "Hey Whipple, Squeeze This" by Luke Sullivan. A great primer book for students on advertising by a great Creative Director. "Perfect ...

### Recommended readings

But I didn't have a book of ads. So I bought an early edition of 'Hey Whipple, Squeeze This', 'The Copy Book' and a couple of D&AD and One Show annuals. After reading them many times ...

### So You Want My Job? Cheil Hong Kong CCO Paul Chan on his career so far

Even if your small business can deliver the best products and services imaginable, the lack of a good advertising campaign could prevent customers from finding you. If promoting what your company ...

### Advertising Topics

The population is at or near its peak. Absent different policies, women and rural citizens look likely to bear the burden of decline. In his first address to a joint session of Congress ...

### Bloomberg Politics

Whether your distribution platform is print, Internet, television or radio, the function of advertising is based on the principles of supply and demand. The goal of creating a specific demand for ...

### What Are the Two Functions of Advertising?

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