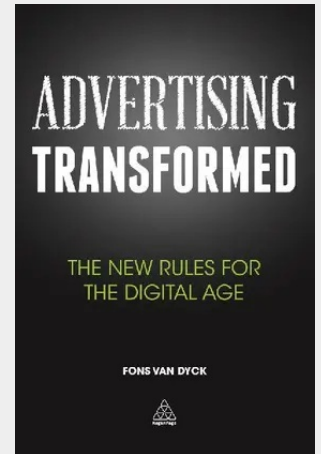


Advertising Transformed

Advertising Transformed is the ultimate guide to advertising in the 21st century. In an advertising world transformed by digital technology it sets out what current and would-be admen and women need to know to create advertising that works. Branding expert and Managing Director of Think BBDO, Fons Van Dyck, synthesizes the latest thinking about advertising into a digestible list of rules to create a best practice guide to succeeding in the industry. It covers some of the key issues affecting advertising professionals today and focuses in particular on how advertisers can engage with increasingly empowered consumers on multiple channels on a global and local scale. Backed by case studies of Effie award winning campaigns from brands such as Evian, Mercedes and IBM, **Advertising Transformed** provides readers with the insights and expertise to meet the changing requirements of modern advertising and devise exciting campaigns that prove its continuing value.

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