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Remember those great Volkswagen ads? PDF



"Remember those great Volkswagen ads?"
Office boys read them aloud by the water cooler. College kids turned them all around. They were the marketing communication piece of the ad. To see the Beetle and its advertising goes on without a permanent record.
seemed a crying shame.
For sure, no car was ever more loved, no advertising more beloved. To say the least, it was a masterpiece. The charming, honest advertising, became part of the charm and beauty of the car.
If you've ever owned a Beetle, if you've ever dreamed of a Volkswagen advertisement, or if you simply appreciate well-run things, you'll enjoy this book. It's the tale of an ad campaign that became an office pin-up.
ALFREDO MARCANTONIO DAVID ABBOTT JOHN O'DRISCOLL
MERRELL

by Alfredo Marcantonio : **Remember those great Volkswagen ads?**

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Description :

PDF-dba6b | The revolutionary Volkswagen advertising campaign of the 1960s and 70s is universally acknowledged to be the greatest and most influential ever created and was acclaimed as “the campaign of the century” in the Millennium editions of Time Magazine and the US ad industry bible Advertising Age. Remember those great Volkswagen ads? is the only comprehensive review of this definitive ad campaign. It... *Remember those great Volkswagen ads?*

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