

1. Record Nr.	UNINA9910457285203321
Autore	Sullivan Luke
Titolo	Hey, Whipple, squeeze this! [[electronic resource]] : the classic guide to creating great advertising // by Luke Sullivan ; with Sam Bennett
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-118-23718-8 1-280-58955-8 9786613619389 1-118-22383-7
Edizione	[4th ed.]
Descrizione fisica	1 online resource (402 p.)
Altri autori (Persone)	BennettSam
Disciplina	659.13/2
Soggetti	Advertising copy Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"The classic (and irreverent) bestselling guide to creating great advertisingHey Whipple, Squeeze This has inspired a generation of ad students, copywriters, and young creatives to make their mark in the industry. But students need new guidance to ply their craft now in the digital world. This new fourth edition explains how to bring brand stories into interactive, dynamic places online, in addition to traditional television, radio, print, and outdoor ads.Creativity is still king, but this new edition contains: Important new chapters and updates that bring Whipple into the new digital world New content and examples for how to use social media and other emerging platforms Illustrate what's changing in the new world of advertising--and what isn't Hey Whipple, Squeeze This! will help sharpen your writing chops, unleash your creativity, and help raise the level of your work from hack to master craftsman"--

2. Record Nr.	UNINA9910791461603321
Autore	Tsurumi Shunsuke <1922-, >
Titolo	A cultural history of postwar Japan 1945-1980 // Shunsuke Tsurumi
Pubbl/distr/stampa	London ; ; New York : , : Routledge : , : Taylor & Francis Group, , 2011, c1987
ISBN	1-136-91766-7 1-136-91767-5 1-283-03764-5 9786613037640 0-203-84408-4
Descrizione fisica	1 online resource (151 p.)
Collana	Routledge library editions. Japan ; ; Volume 50
Disciplina	306.09520904 952.04
Soggetti	Japan -- Social life and customs -- 1945- Popular culture -- Japan Regions & Countries - Asia & the Middle East History & Archaeology East Asia Japan Social life and customs 1945-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1987.
Nota di bibliografia	Includes bibliographical references (pages 134-164) and index.
Nota di contenuto	Book Cover; Title01; Copyright01; Title02; Copyright02; Contents; Acknowledgements; List of Illustrations; Preface; 1 Occupation: The American Way of Life as an Imposed Model; 2 Occupation: On the Sense of Justice; 3 Comics in Postwar Japan; 4 Vaudeville Acts; 5 Legends of Common Culture; 6 Trends in Popular Songs Since the 1960s; 7 Ordinary Citizens and Citizens' Movements; 8 Comments on Patterns of Life; 9 A Comment on Guidebooks on Japan; References; Index
Sommario/riassunto	Shunsuke Tsurumi, one of Japan's most distinguished contemporary philosophers, continues his study of the intellectual and social history of modern Japan with this penetrating analysis of popular culture in the post-war years. Japanese manga (comics), manzai (dialogues), television, advertising and popular songs are the medium for a

revealing examination of the many contradictory forces at work beneath the surface of an apparently uniform and universal culture. The author argues that the iconography of these popular forms has deep and significant implication for the development of Japanese
