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101 Contrarian Ideas About Advertising

Bob Hoffman is an author, speaker, and partner in Type A Group, LLC, a company that consults to marketers, advertisers and media. He is author of "101 Contrarian Ideas About Advertising", Amazon's top-selling advertising paperback for over a year.

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101 contrarian Ideas About Advertising by Bob Hoffman

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Bob Hoffman's 101 Contrarian Ideas About Advertising ...

101 Contrarian Ideas About Advertising Authors. Bob Hoffman. Category Commentary, Advertising. Synopsis . Much like Sutherland's WikiMan, this book nets the general thoughts, musings and put-downs from an advertising great, Mr Bob Hoffman. All 101 of them to be precise.

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He is author of "101 Contrarian Ideas About Advertising", Amazon's top-selling advertising paperback for over a year. He is also author of the "The Ad Contrarian" and "The Ad Contrarian" blog, which was named one of the world's most influential advertising and marketing blogs by Business Insider.

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