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Hey, Whipple, Squeeze This: The Classic thGuide to Creating Great Ads, 5 Edition, Authors: Luke Sullivan and Edward Boches CLASSROOM
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LUKE SULLIVAN - Hey Whipple

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WHO, WHAT, WHY & HOW

the next level In his book, Hey, Whipple, Squeeze This: A Guide to Creating Great Ads, famed copywriter, Luke Sullivan says, "Good advertising builds sales Great ad - vertising builds factories" Amen, Sir Luke Mr Sul-livan understands growth But, it's not just client growth that rocks our socks We also seek to grow both

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Sullivan (2008) Hey Whipple, Squeeze This (3/e or 4/e) (ISBN: 1118101332) Twitchell (2001) Twenty Ads that Shook the World (ISBN: 0609807234) Course Description The 2012 September issue of Vogue boasts an all-time record for ad sales - fully 658 of the 916 pages (72%) are devoted to advertisements