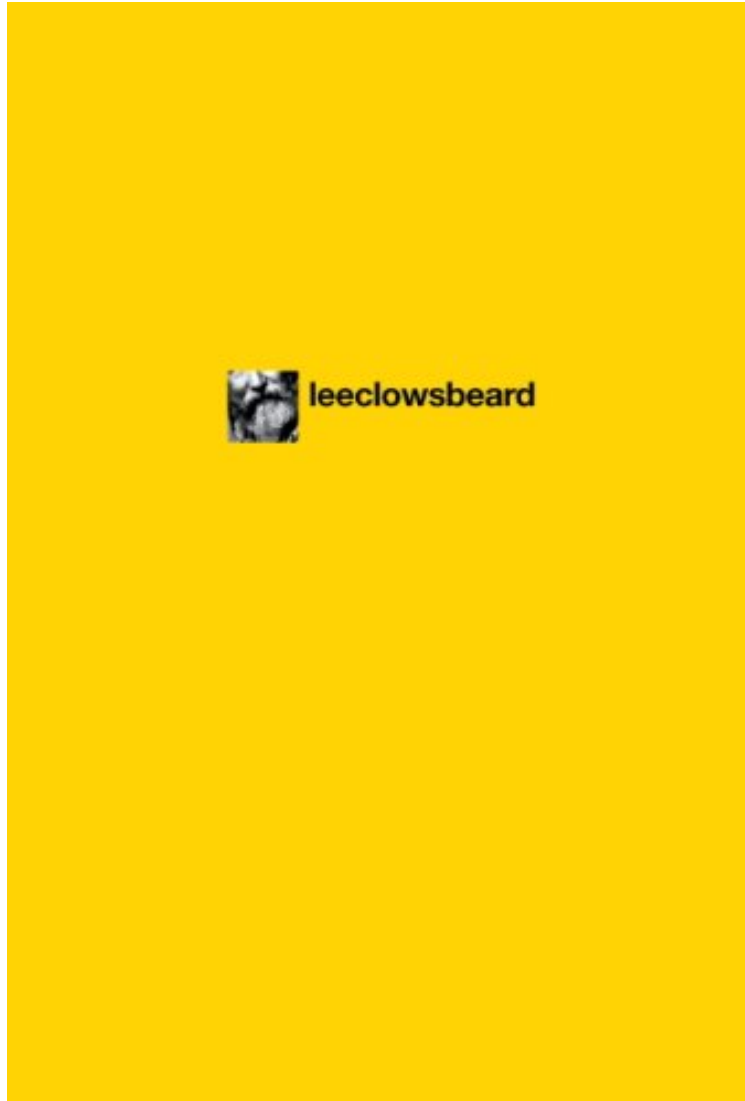


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6 of 6 people found the following review helpful. Excellent thoughtsBy Kevin SchroederWhile this is a book about advertising, marketing, branding and such, rather than wasting page after page with theory and boring case studies of success, it uses the Tweet as the medium which forces the author to communicate complicated ideas with precision. Talk about eating your own dog food. "An ad should be an appetizer, not a buffet", or "Often, the more you say the less you're heard". Each tiny quote will have you both nodding your head in agreement and shouting out "That is it exactly!" (notice the lack of italics... read the book to find out why). Boiling it down, the book is about clear

communication in not too few words, not too many, but just enough. The book is wonderful because it practices exactly what it preaches and succeeds marvelously at it. 4 of 4 people found the following review helpful. Smart, succinct and a little bit shaggy
By L. Healy
This is the best purchase I have made since starting my career in the world of advertising. It is chock full of profound little nuggets of truth, sprinkled throughout brilliantly designed pages. Since it is not necessary to read in any kind of sequential order, I find myself just randomly opening to a page and every time I am rewarded with words that I wish came from my own mouth. The built-in bookmark allows me keep my place as I run to my co-workers to share my most recent treasure. Currently, it rests on, "Design is often the difference between being ignored and being embraced." I am constantly amazed that this extraordinary writer was able to say so much so well. Well done, Jason Fox. Not only were you able to get inside the head of a living icon, you were able to use his beard to speak for him in a way that even he applauded.
2 of 2 people found the following review helpful. Proof that in great writing, less is more.
By Testa
You don't even have to know who Lee Clow is to appreciate this book. Sure, it's a compilation of observations on the ad biz, but really, at its core, it is a treasury of wit and insight that gives voice to many of the universal truths that anyone in a customer-service field has experienced. By nature of its concept, this collage of Tweets is an easy read, but the stellar writing is able (like any good fortune cookie has proven) to artfully show how wisdom is best communicated by few words. You will immediately relate to the truths that come from "The Beard". And you will think back to all those meetings where the end goal was lost as the team over-complicated another assignment. Jason Fox reminds us that the best writing is honest and simple. And advertising really isn't as complicated as Sterling Cooper wants you to believe it is.

For four decades, Lee Clow has created and shepherded the kind of advertising ideas that move businesses and move us emotionally. He first garnered global attention with what is still considered the greatest Super Bowl commercial ever--Apple's 1984. Working closely with Steve Jobs, Lee Clow went on to create additional advertising for the launches of the iPod, iTunes, iPhone, and most recently, the iPad, and he coined the tag "Think Different." Lee Clow was also instrumental in creating Nissan's "Enjoy the Ride" campaign, and was behind creative work for Adidas, Nike, Reebok, Pedigree, and countless other multinational brands. Due to his bottomless well of creative ideas and his radical advertising philosophy, Lee Clow has become an icon within the advertising industry and one of its most visible spokesmen.

About the Author
The beard belongs to advertising legend, Lee Clow--the mastermind behind Apple's advertising, including the famous 1984 Super Bowl commercial, the "Think Different" manifesto, and all of the marketing efforts for the iPod, iTunes, iPhone, and iPad. The wisdom of the beard is channeled through creative director and writer, Jason Fox. This is the first collaboration between Mr. Fox and Mr. Clow's facial hair.