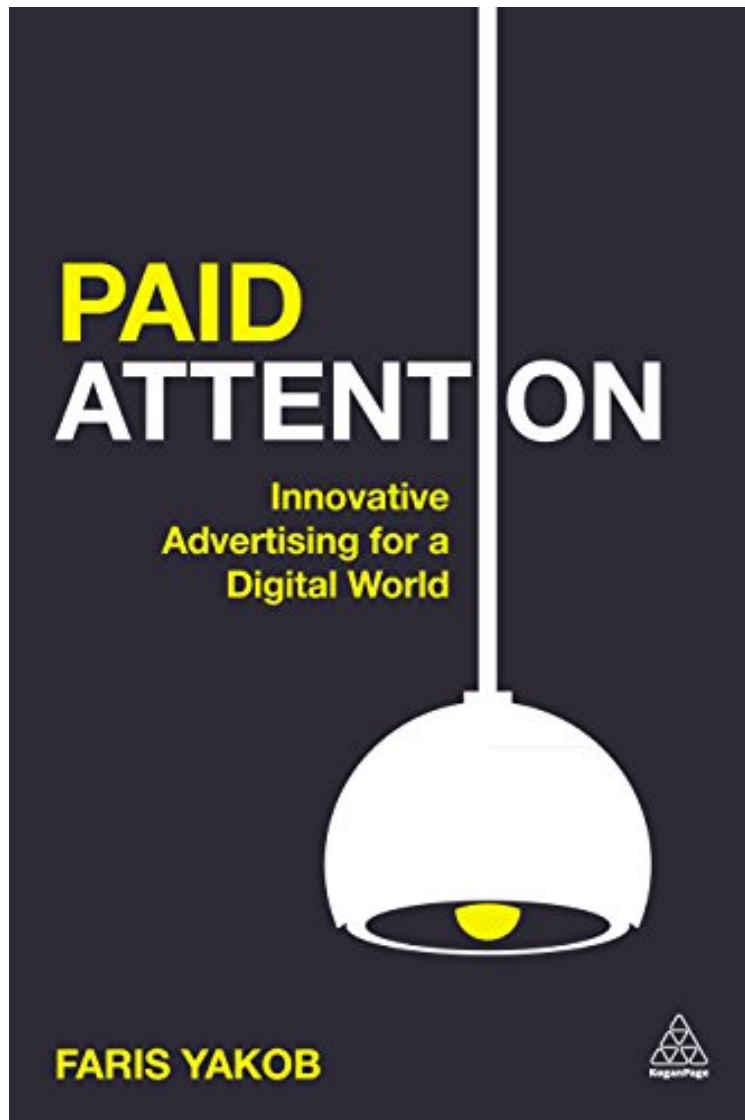


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## Paid Attention: Innovative Advertising for a Digital World

*Faris Yakob*

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Yakob! It is very hard to find books that combine theory, personal experience and case studies in a way that you actually learn from. Plus, the storytelling of the book is great and easy to follow. It has a bonus, it give you real tools that can actually help you in your everyday work. If you are in advertising/marketing you have to read this. 2 of 2 people found the following review helpful. Genius in a box By Jason K Faris is a genius. Read this book if you want to understand the soul of marketing and advertising. It's not just about campaigns and ads and social media. Faris elevates the conversation to the fundamentals of grabbing human attention, and the history of the industries that attempt this every day. His wit, intelligence, and thoroughly researched concepts will give you a strong foundation from which to build a business and brand.

As ever, the onus is on brands to find compelling ways to earn the attention of the consumer. Yet content scarcity has given way to overload, fixed channels have dissolved into fluid networks, and audiences have become participants in consumer-driven conversations. This shift requires a new course of action for brands; it demands new marketing imperatives. Paid Attention is a guide to modern advertising ideas: what they are, why they are evolving and how to have them. Spanning communication theory, neuroscience, creativity and innovation, media history, branding and emerging technologies, it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry. Packed with real-world examples of advertising campaigns for companies including Sony, Red Bull, HP and many more, Paid Attention provides a robust model for influencing human behaviour. Referencing a wide body of theory and praxis, from behavioural economics and sociology to technology and even science fiction, Faris Yakob maps advertising onto a wider analysis of culture. Containing practical advertising and branding templates, including a new advertising planning toolkit, it is ideal for students and practitioners looking to get noticed in today's cluttered marketplace.

"This fantastic book will challenge how you think and view the world ndash; it also happens to be incredibly useful for anyone who wants to understand the current and future direction of advertising. Faris takes us on a journey through communications theory, neuroscience, and the history of media, and leaves us with practical and actionable ideas on how to do better work. An absolute must-read!"