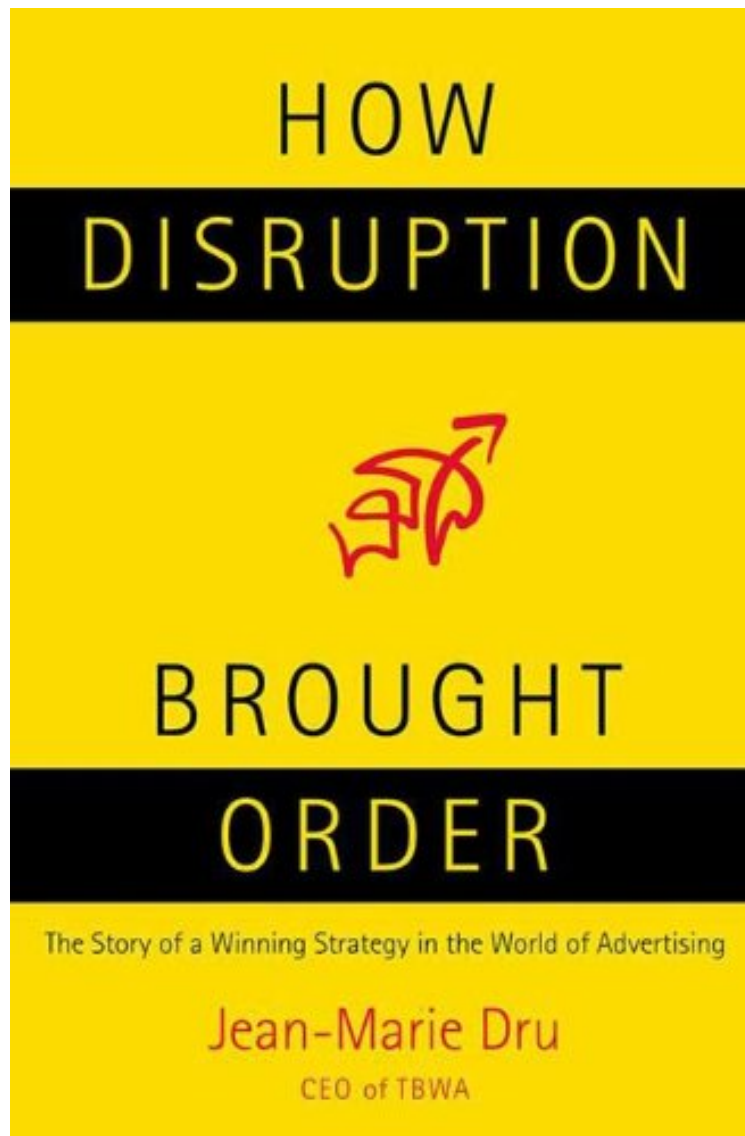


[Library ebook] How Disruption Brought Order: The Story of a Winning Strategy in the World of Advertising

How Disruption Brought Order: The Story of a Winning Strategy in the World of Advertising

Jean-Marie Dru

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Jean-Marie Dru : How Disruption Brought Order: The Story of a Winning Strategy in the World of Advertising before purchasing it in order to gage whether or not it would be worth my time, and all praised How Disruption Brought Order: The Story of a Winning Strategy in the World of Advertising:

3 of 3 people found the following review helpful. Envialed By Robert M. Kinced The content is great and the book flows nicely. Better yet, the Disruption technique, the stories and the examples are lively and impressive. Best of all... it

really works. I recently had the pleasure of visiting TBWA in São Paulo - a client had hired me to scout for an Agency. Luis Grottera, Cibara Ruiz and Andrea Lang gave a brilliant agency presentation and showed me how Disruption works. Their enthusiasm and the results they showed me were clear and effective. In fact their enthusiasm sent me to and I've read this book and two others by Jean Marie. I would love to have worked in this agency. Congratulations to Jean Marie and all his "accomplices" at TBWA. I feel excitingly healthy envy. 0 of 0 people found the following review helpful. Four Stars By March Product was as described and shipped quickly. 0 of 0 people found the following review helpful. Five Stars By Sherley Love it!

In his previous bestselling books, global advertising icon Jean-Marie Dru explored the visionary, innovative techniques that have become a hallmark of TBWA Worldwide campaigns. Now he gives a first-hand account of how the bold methods of disruption launched TBWA to the forefront of international advertising. Here he shares personal insights and anecdotes about his life in advertising as well as lessons learned, revealing how client campaigns for Nissan, Adidas, and the Apple iPhone became such unqualified successes. Both a fascinating business memoir and a practical guide to harnessing the power of disruption, this book offers a look at the cutting edge of modern advertising.

From Booklist In 1984, Dru cofounded the international advertising agency BDDP, which merged in 1998 with TBWA Worldwide; today he serves as president and CEO-international with responsibility for all markets worldwide. His innovative Disruption techniques that force companies to look at what they are doing under a new light have created fresh advertising campaigns for Apple, Nissan, and Adidas in the United States and in France for McDonald's and the French railways. In his two previous books, Dru has outlined the techniques his agency uses to shake up the industry and bring radical new thinking to revitalize product perception in the marketplace. This time he takes the reader on a worldwide tour of Disruption, demonstrating how the disruptive process has been so successful for his clients while further expounding on the methodologies to produce a practical guide for others to follow. All great breakthrough business ideas have involved breaking with convention, but Dru's penchant for articulating the need for creative destruction brings decisiveness and encouragement to a field that constantly searches for ways to bring renewal to the process. Siegfried, David "You can't do big things in business if you're content with doing things a little better than everyone else. In an era of hyper-competition and non-stop innovation, the most successful competitors are the most disruptive competitors--companies that reshape the sense of what's possible in their industry. In this honest, fast-paced, and endlessly useful book, Jean-Marie Dru, a disruptive thinker who has helped so many great companies redefine their brands and marketing messages, explains how his one-of-a-kind company works--and how his ideas can help you rethink how your company works and wins. Business is too exciting (and too demanding) for business as usual. This book shows you what comes next."