

# [PDF] Where The Suckers Moon: The Life And Death Of An Advertising Campaign

Randall Rothenberg - pdf download free book

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**Description:**

**From Publishers Weekly** Former New York Times advertising columnist Rothenberg details the brief and disastrous marriage between the struggling Subaru corporation and the hip ad agency it hired to revive its image.

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**From the Inside Flap** Rothenberg chronicles the brief, turbulent marriage between a recession-plagued auto company and an aggressively hip ad agency (whose creative director despised cars), capturing both the ad world's tantalizing gossip and the broader significance of its creations. "Simply the best book about advertising I have ever read."--Neil Postman (Technopoly).

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