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## **Where The Suckers Moon Life**

On the surface, "Where the Suckers Moon" is a book about the life and death of an advertising campaign but once you begin reading you'll realize it's much more. It's not just about the celebrated agency Wieden+Kennedy, home of a thousand famous Nike commercials and a plethora of other work that has shaped

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pop culture.

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## **Where the Suckers Moon: The Life and Death of an ...**

One can read it as a history of advertising's journey from the conventionally upbeat slogan "Helps Build Strong Bodies 12 Ways" to the supercool nineties minimalism of "Bo Knows." Either way, Where the Suckers Moon is a face-paced, insightful, and occasionally appalling look at an industry whose obsession with image has affected our entire culture.

## **Where the Suckers Moon: The Life and Death of an ...**

Suckers Moon is not an easy read, but gives a good inside view to the birth of an advertising campaign, in this case for ailing Subaru in the early '90s, by an ad agency that had never done car ads before and whose team members were openly hostile to cars! Yeah, that's where the "Death" part comes in.

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About Where the Suckers Moon "For all the right reasons." "Cars that can." "What to Drive." "The perfect Car for an Imperfect World." Only one of these

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slogans would be chosen by Subaru of America to sell its cars in the recession year of 1991.

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Where the suckers moon : the life and death of an advertising campaign by Rothenberg, Randall. Publication date 1995 Topics Weiden & Kennedy, Advertising, Advertising campaigns, Advertising agencies, Advertising, Subaru automobile Publisher New York, NY : Vintage Books Collection

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Where the Suckers Moon When the students I teach ask me what it's really like at an advertising agency, I tell them to read Randall Rothenberg's "Where the Suckers Moon". From my experience both in the business and having grown up in it, it's the most gut-wrenchingly accurate description of the good, the bad and the jaw-droppingly idiotic of this business that I have ever read.

## **Where the Suckers Moon - The Agency Review**

Where the Suckers Moon: The Life and Death of an Advertising Campaign (Inglés) Pasta blanda - 31 octubre 1995 por Randall Rothenberg (Autor) 4.5 de 5 estrellas 25 calificaciones. Ver todos los formatos y ediciones Ocultar otros formatos y ediciones.

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a company stumbling from failure to failure, forever being rescued by market conditions, outrageously misinformed buyer perception, and completely random factors.

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