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STUFF YOU CAN'T BOTTLE: ADVERTISING FOR THE GLOBAL YOUTH MARKET (PAPERBACK)



Jacana Media (Pty) Ltd, South Africa, 2013. Paperback. Condition: New. Language: N/A. Brand New Book. One of the most profound effects of the digital revolution is the radical change it has had on the delivery of advertising, propelling it from traditional TV and print into a multifaceted, multimedia, multisensory experience. And youth advertising is already way ahead in the future - this is often where the most exciting, progressive ideas and concepts get through and make it into production. It...

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- Authored by King Adz
- Released at 2013



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