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## DIGITAL ADVERTISING: PAST, PRESENT, AND FUTURE (PAPERBACK)



Creative Social, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.What did we learn from the 12K banner? Is the big idea dead? What would Bill Bernbach think about digital advertising? Why are the Swedes so bloody good at it? How can you shape the future of digital advertising? Is peep culture the new pop culture? What does the agency of the future look like? All these questions and far more are...

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- Authored by Daniele Fiandaca, Patrick Burgoyne
- Released at 2010



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