



Joe La Pompe: 100 Visual Ideas, 1000 Great Ads

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The fine art of advertising is moving billions in currency and turns the masses into happy consumers. The not-so secret visual language behind successful ad-campaigns is now revealed by French blogger and undercover advertising expert Joe La Pompe. He selected 100 popular visual ideas and recurring subjects in the world of commercials-from symbols, great names from history or fiction, to themes in a variety of ways. This international survey offers insight as well as inspiration and allows the reader to better understand the power of visual seduction.

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