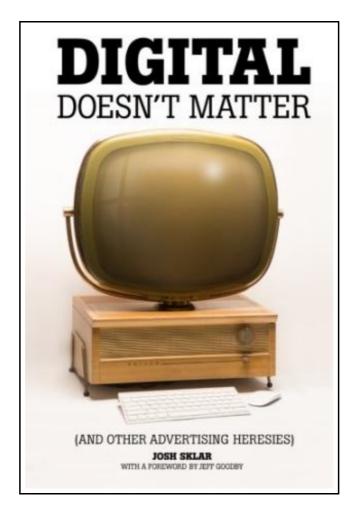
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(Trevion O'Hara)

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Heresy Press, LLC. Paperback. Condition: New. 562 pages. Dimensions: 8.8in. x 6.0in. x 1.6in.540 pages of insights from the worlds leading Mad Men Apathetic. Numb. Overwhelmed. Those arent consumers. Theyre ad professionals. Radical shifts in advertising have reached a critical point sucking craft, quality, and satisfaction out of the business. Its now a Big Data numbers game ruled by instant response and measured in fractions of a percent. Are we doomed to mere assembly lines of offshore production and creative commoditization Can wellestablished ad agency networks hang on or are they going to come crumbling down Or. . . are we facing the dawn of the industrys most seismic renaissance One that offers agencies and marketers a powerful new array of cost-effective structures and models to elevate the quality of both our work and our lives Digital Doesnt Matter calls upon over 130 of todays most esteemed Mad Men minds from all around the world to answer. Provocative. Brutally honest. At times, pure heresy. With a complex landscape shifting by the nanosecond, this compendium of insights captures the industry at a true crossroads like never before. For any marketing pro, it is a much-needed Survival Guide a clear, sensible path to propel agencies and individuals forward, free from budget-slashing bean counters and social media gurus who devalue the craft. Learn first-hand from the nimble veterans who have not only survived, but also thrived. Contributors include Global CEOs, CMOs, Creative Directors, Strategists, Planners, and Executives from all roles in the worlds most successful agencies and advertisers. Your guide and author, Josh Sklar, stands as a digital pioneer having spearheaded several of the most respected worldwide digital agencies, creating award-winning campaigns for leading brands such as: Singapore Airlines, Visa, Heineken, Pfizer, Coca-Cola, Nokia, Microsoft, Discovery Channel, ESPN, Cisco, General Motors, and more....

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