



And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All (The Advertising Age Series)

Bob Garfield

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"If you crave insight into the wacky, zany, madcap--albeit very serious--business of advertising, this is a great place to begin."--*Miami Herald*

A witty and frank look at the ad biz from one of its most respected voices

Advertising has become an endless stream of clichés, cheesy productions, miscast celebrities, and gratuitous sex--and take-no-prisoners *Advertising Age* columnist Bob Garfield has had enough.

In the often hilarious, always dead-on *And Now a Few Words from Me*, Garfield looks at the best and the worst in today's advertising as he tells advertising pros that it's time to swallow their own egos, return clients' rights to the forefront, and--once and for all--eliminate bad advertising from the face of the earth.

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