

Updated fourth edition of the best-selling guide now covers all media: digital, social, and traditional

Veteran copywriter Luke Sullivan returns with a nearly all-new fourth edition of his classic guide to advertising. Part how-to and part exposé, *Hey Whipple, Squeeze This!* is an insider's guide to coming up with great ideas as well as an unapologetic send-up of all that's heavy-handed, dim-witted, and ineffectual in the industry.

Updated to cover the digital revolution in advertising, this *Fourth Edition* now includes good examples and best practices in all the new and emerging media: from social media to traditional, direct marketing to experiential, outdoor advertising to mobile. You'll get authoritative advice and guidelines on creating great ideas for both digital and traditional media, all while Sullivan regales you with hilarious industry war stories.

Praise for the first edition of *Hey Whipple*:

"Luke Sullivan writes a perfect lesson in advertising for newcomers—and a familiar and laughably painful reminiscence for those of us entrenched in this noble and often crazy profession."

—**Lee Clow**, Chairman and Global Director, TBWA\Worldwide

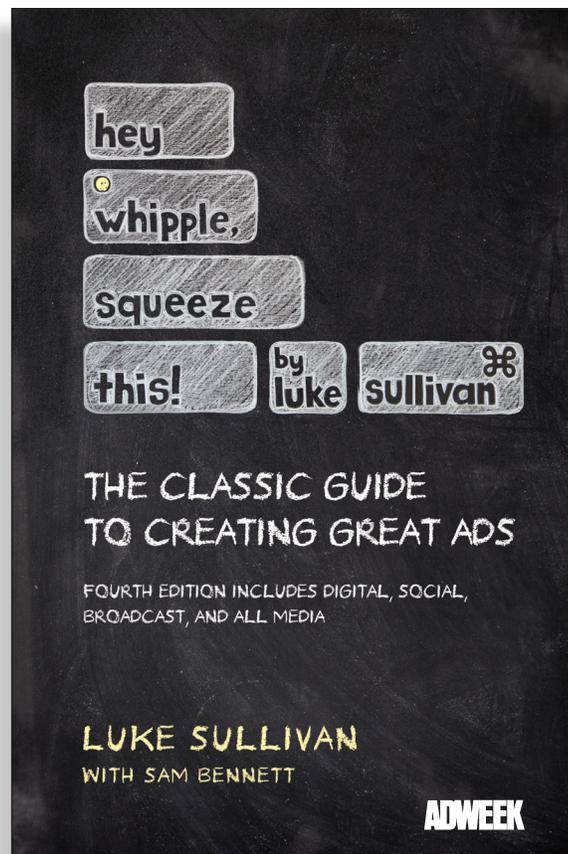
"This business is changing like crazy, but Luke Sullivan's advice is timeless. If you're good at advertising, this book will make you better. If you're great, it'll make you greater."

—**Mike Hughes**, President, The Martin Agency

About the Authors:

Luke Sullivan is an award-winning copywriter with over thirty-three years of experience in the business at some of the elite agencies in America—Fallon, The Martin Agency, and GSD&M. He has more than twenty medals to his credit in the prestigious One Show, the Oscars of the ad business, and now chairs the advertising department at the Savannah College of Art and Design.

Sam Bennett is a digital strategist at GSD&M in Austin. She began her career in digital at T3 before coming to GSD&M, where she's managed accounts of national brands like Walmart, John Deere, and BMW. For the last three years, she's focused solely on the digital strategy for Marshalls, Legacy, and Jarritos, as well as for the agency itself.



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