



Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads (Paperback) - Common

By (author) Sam Bennett By (author) Luke Sullivan

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The classic (and irreverent) bestselling guide to creating great advertising Hey Whipple, Squeeze This has inspired a generation of ad students, copywriters, and young creatives to make their mark in the industry. But students need new guidance to ply their craft now in the digital world.

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