



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

Bob Garfield

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"A brazenly funny . . . and hard-hitting book."

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"He [Bob Garfield] is irreverent, funny and tough."

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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*

And Now a Few Words from Me is Bob Garfield's call to arms. Sparing no sacred cows, the respected *Advertising Age* columnist rails against the mind-set that has reduced much of today's advertising to sophomoric silliness that doesn't bother to sell the product or even further the client's strategy. Wielding his pen like a flaming broadsword, Garfield writes:

- "Consistency of ethical principles has never been the advertising industry's strongest suit."
- "Agencies themselves struggle with an inherent conflict of interest, because the kind of advertising that best serves the client doesn't necessarily win awards."
- "My goal here isn't to leave you a bit infuriated. My goal is to enumerate transgressions so extravagant and insane that you actually bleed through the ears."

And Now a Few Words from Me shines a blinding searchlight on what is wrong with today's advertising. Fast, funny, and vintage Garfield, it names names, deflates balloons, and provides a few simple-to-follow rules to get advertising back on track.

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