



## Cracking the Ad Code

*By Jacob Goldenberg, Amnon Levav, David Mazursky, Sorin Solomon*

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Do you need to produce successful creative ideas in advertising? If so, then you need this book. For the first time, the secret of inventing new creative campaigns is unlocked, and practical tools are presented to allow quick production of creative ideas in marketing communications. Along with over 100 advertisement examples and numerous case studies, you also get a systematic analysis of the creation aspect of advertising, together with a taste of the real world of advertising and what makes it work. Marketing professionals in companies will learn what to expect from their agencies, whilst agencies will be able to explain their work to clients in an analytic language that is easily understood. This is essential reading for advertising professionals working for agencies and in marketing and communication departments. It is also a useful tool for students of advertising, marketing, communication, and management, from introductory level up to research faculty.

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### **About the Author**

Jacob Goldenberg is an Associate Professor of Marketing at the School of Business Administration at the Hebrew University of Jerusalem. His research focuses on creativity, new product development, diffusion of innovation, social networks, and complexity in market dynamics.

Amnon Levav is Co-founder and the Managing Director of Systematic Inventive Thinking (SIT). For the past 14 years he has developed and facilitated innovation programs in more than 25 countries, in a wide range of organizations, among them advertising agencies such as BBDO, Leo Burnett, and McCann-Erickson.

David Mazursky is the Kmart Professor of Marketing at the School of Business Administration, the Hebrew University of Jerusalem. His research focuses on consumer behavior, creativity, product development, innovation, and interdisciplinary research relating to abstract structures in music and the arts.

Sorin Solomon is Professor of Theoretical Physics at the Hebrew University of Jerusalem and Chair of the EU Commission Expert Group on Complexity Science.

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