



Think Small: The Story of the World's Greatest Ad

Dominik Imseng

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The ad that started the Creative Revolution. Now analyzed more deeply than any other ad before.

In this first book on a single piece of advertising, copywriter and journalist Dominik Imseng dissects the ad considered the best of all time: "Think small" for the Volkswagen Beetle.

Based on extensive interviews with creative legends Julian Koenig, Bob Levenson, George Lois and Alex Bogusky, as well as with Carl Hahn, head of Volkswagen of America from 1959 to 1964.

"A fascinating story of how the Creative Revolution really started." Al Ries, co-author of "Positioning. The Battle for Your Mind"

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