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A friend who has over twenty years experience as an educator recommended I read Bob Hoffman's "BadMen: How Advertising Went from A Minor Annoyance to A Major Menace". This 2017 offering runs in at a concise 83 pages. I enjoyed the author's informed approach which incorporates experience, knowledge, humour that had me chuckling (late into the ...

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BadMen: How Advertising Went From a Minor Inconvenience to a Major Menace by Bob Hoffman In this concise, informative, hilariously irreverent, and brutally honest book, former advertising agency CEO Bob Hoffman explains why ad tech is bad for advertisers, publishers, and consumers. He also calls on advertisers to stop enabling this menace.

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A bounty of heretical, unpopular, and aberrant thoughts about the ad industry. Bob Hoffman, author of Amazon #1 sellers BadMen and Laughing@Advertising looks at advertising's decade of delusion and comes away a skeptic. What went wrong? Just about everything.

BadMen: How Advertising Went From A Minor Annoyance To A ...

In his fascinating new book "Badmen" how advertising went from a minor annoyance to a major menace, the author of the influential ad contrarian blog shines a flashlight on this secret world and calls for a huge overhaul in online transparency and accountability. In this article SevenVentures takes a closer look at Hoffman's arguments.

"Badmen" how advertising went from a minor annoyance to a ...

BadMen: How Advertising Went From A Minor Annoyance To A Major Menace Kindle Edition by Bob Hoffman (Author)

BadMen: How Advertising Went From A Minor Annoyance To A ...

BadMen: How Advertising Went From A Minor Annoyance To A Major Menace by Bob Hoffman Bob Hoffman is a best-selling author, speaker, and advisor. He's one of the most sought-after international speakers on advertising and marketing.

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Hoffman, famously known as the Ad Contrarian, is an advertising veteran, best-selling author, and sought-after speaker and advisor. His latest book, "BadMen: How Advertising Went from a Minor Annoyance to a Major Menace," provides Hoffman's view on the state of online advertising.

Marketing Today with Alan Hart - Bob Hoffman: The Ad ...

One of his books, "BadMen: How Advertising Went From A Minor Annoyance To A Major Menace" exposed many of the dangerous data abuse practices that are now making international headlines. It was selected "Best of Marketing 2017".

Advertising For Skeptics "NYDLA

If you haven't yet found time to read BadMen: How Advertising Went From A Minor Annoyance To A Major Menace by Bob Hoffman, his "frightening and highly entertaining look into the hidden, corrupt, and dangerous world of online advertising" may I suggest an audio preview on the topic, care of Radio New Zealand?