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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.

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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.

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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?

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