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by King Adz : **The Stuff You Can't Bottle: Advertising for the Global Youth Market**

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PDF-be30a | How to create great youth advertising campaigns in an environment where the medium is no longer the message. You can't bottle it, you can't Google it. The only way for brands to connect with the Internet-savvy, networked youth of today is to get involved with the cultures and subcultures that make up their world. Through eighty-eight topics, King Adz shares his unique insights into the lives of y... *The Stuff You Can't Bottle: Advertising for the Global Youth Market*

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