



## Breaking in: Over 130 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired

By -

Tuk Tuk Press. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 9.7in. x 7.4in. x 0.6in. BREAKING IN helps you build the portfolio you need to get the job you want. With advice from over 130 creative leaders, BREAKING IN gives you an unfair advantage over the rest. Get specific advice from the exact people you want to work for Learn what Creative Directors are looking for in your portfolio Avoid the common traps that most portfolios fall into This second edition of BREAKING IN was updated and expanded in 2014 and contains interviews with: Dan Wieden, WiedenKennedy David Droga, Droga5 Gerry Graf, Barton F. Graf 9000 Mark Fitzloff, WiedenKennedy Mark Waites, Mother Jeff Kling, Fallon Scott Vitrone and Ian Reichenthal, Barton F. Graf 9000 Tony Davidson, WiedenKennedy Kim Papworth, WiedenKennedy Susan Hoffman, WiedenKennedy Andrew Keller, Crispin PorterBogusky Rob Reilly, McCann Greg Hahn, BBDO Hal Curtis, WiedenKennedy Ben Walker and Matt Gooden, CPB Bob Greenberg, RGA David Lubars, BBDO Tony Granger, Y and R Joe Staples, WiedenKennedy David Nobay, Droga5 Jeff Goodby, Goodby Silverstein and Partners Ty Montague, co: collective Nick Law, RGA Jamie Barrett, barrettSF Michael Lebowitz, Big Spaceship Dave Bell, KesselsKramer Nicolas Roope, Poke Eric Silver, SilverPartners Ant Keogh,...



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