

## Humankind (Hardback)



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### **Reviews**

*Completely essential go through book. It really is simplistic but excitement inside the 50 % of the pdf. I am very easily will get a satisfaction of studying a composed book.*

*(Damian Poulos)*

## HUMANKIND (HARDBACK)



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powerHouse Books,U.S., United States, 2010. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. In 2009 for Earth Hour, Leo Burnett moved over a billion people to action--that's slightly more than one out of every seven people on the planet, the largest mass participation event ever. For the first time in Leo Burnett's history, the company responsible for building some of the most beloved and popular brands in the world has decided to share its approach to creativity and brand building, revealing how to create brands that truly matter to people. HumanKind is a book about people, purpose, and changing behavior, and is a firsthand look at marketing that serves true human needs and not the other way around. HumanKind provides an entry to the moment of germination within the inner sanctum of one of the advertising industry's most creative shops through interviews, conversations, transcripts, and images. HumanKind is fully illustrated and includes a step-by-step demonstration of how Leo Burnett is applying its unique approach to forever redefine the very nature of communications itself. Ultimately, it's people--not advertising agencies--who create great people's brands. Brands like McDonald's, Coke, Nintendo, Fiat, Kellogg's, and Blackberry. Leo Burnett has always chosen to put people first, and to apply a people-centric approach to brand building it today calls HumanKind. Welcome, to a HumanKind communications company. And welcome to the story that explains it all.



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