



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, Wieden+Kennedy, David Droga, Droga5, Gerry Graf, Barton F. Graf, Mark Fitzloff, Wieden+Kennedy, Mark Waites, Mother, Jeff Kling, Fallon, Scott Vitrone, and Ian Reichenthal, Barton F. Graf, Tony Davidson, Wieden+Kennedy, Kim Papworth, Wieden+Kennedy, Susan Hoffman, Wieden+Kennedy, Andrew Keller, Crispin Porter+Bogusky, Rob Reilly, McCann, Greg Hahn, BBDO, Hal Curtis, Wieden+Kennedy, Ben Walker and Matt Gooden, CPB, Bob Greenberg, RGA, David Lubars, BBDO, Tony Granger, Y and R, Joe Staples, Wieden+Kennedy, 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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