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ADVERSPERIENCE THE CONVERGENCE OF ADVERTISING EXPERIENTIAL MARKETING



Nicole Gallucci Paperback Condition: New. 180 pages. Dimensions: 8.5in. x 5.5in. x 0.4in. Adversperience a word of my own creation speaks to the convergence of advertising and experiential marketing. It is my take on how brands can relevantly touch consumer senses, engage target audiences, get noticed and win in the era of distraction, mass proliferation and global connection. With this book, I am taking a leadership stance, raising the flag, naming and starting the revolution in the fast-paced, ever-changing world of...

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- Authored by Nicole Gallucci
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