



"Hey, Whipple, Squeeze This": A Guide to Creating Great Ads (Adweek Magazine Series)

Luke Sullivan

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What if Bill Bernbach and Hunter Thompson wrote a how-to book on advertising? It would be a searing, very funny cross between an insider's guide to writing great ads and a sendup of all that's heavy-handed, dim-witted, and ineffectual in advertising. This pretty much sums up "Hey, Whipple, Squeeze This" by Luke Sullivan, one of today's most successful copywriters working at one of the most prestigious advertising agencies. A relentless wisecracker, Sullivan provides pointers, tips, and guidelines on how to write and produce successful ads for print, TV, radio, billboards, and more, while regaling you with hilarious war stories.

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