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#996109 in Books Spencer William Burks 2014-05-01 Original language: English PDF # 1 9.69 x .47 x 7.441, 1.01 #File Name: 061541219X224 pages Breaking in Over 100 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired | File size: 24.Mb

From Spencer William Burks : **BREAKING IN: Over 130 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired** before purchasing it in order to gauge whether or not it would be worth my time, and all praised BREAKING IN: Over 130 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired:

0 of 0 people found the following review helpful. A Book For People With Advertising Interests By Stella Carrier The book Breaking In; Over 130 Advertising Insiders Reveal How To Build A Portfolio That Will Get You Hired by William Burks Spencer contains details such as one interviewer mentioning that they look for applicants to identify solutions for brands (page 27). Another interviewer generously shares that they want to feel as if they are looking at a

portfolio that makes them think that they never thought that way before (page 105). 1 of 1 people found the following review helpful. This should be REQUIRED reading for any Advertising program. By Oliver Macdonald I just finished reading *Breaking In* from cover to cover, and have gone through like three highlighters in the process. I think to say that it is the best book any advertising student could ever read to prepare them for building their portfolio is a severe understatement. I'm redoing my whole portfolio from scratch because of the book, and for good reasons: the vast amount of insider information contained in this book is astonishing. I especially like the layout because [for the most part] William asks the same set of questions for everyone, so soon you'll see a pattern of what most of them are looking for. This will help you tailor your book to be the best it can be and have the greatest impact possible. Remember, it's your book, not anyone else's, so you, above all people, have to be ecstatic about it. But this book will be your greatest tool in terms of actually "Breaking In". If I could give it more than 5 stars, I would. 1 of 1 people found the following review helpful. It's so good, I'm surprised it's not illegal. By Agraphicos This book first caught my interest after I read a few interviews on its official site. I then purchased the book not really knowing how much it would truly help. A simple review cannot explain the value of this book. I would read between three to five interviews a day, take notes, and ponder on what I read. Then I did my best to apply it to me. I ended up learning a lot about the industry and eventually landed a job within my three months of reading. This book has done more for me than my schooling and work experience combined. I believe it's partly because the insights shared are from highly successful and intelligent people in advertising. This book can help you get to where you want to be regardless of where you're at now.

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 9000 Mark Fitzloff, Wieden+Kennedy Mark Waites, Mother Jeff Kling, Fallon Scott Vitrone Ian Reichenthal, Barton F. Graf 9000 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 Matt Gooden, CP+B Bob Greenberg, R/GA David Lubars, BBDO Tony Granger, YR Joe Staples, Wieden+Kennedy David Nobay, Droga5 Jeff Goodby, Goodby Silverstein Partners Ty Montague, co: collective Nick Law, R/GA Jamie Barrett, barrettSF Michael Lebowitz, Big Spaceship Dave Bell, KesselsKramer Nicolas Roope, Poke Eric Silver, Silver+Partners Ant Keogh, Clemenger BBDO Jason Bagley, Wieden+Kennedy Ted Royer, Droga5 Craig Allen, Wieden+Kennedy Eugene Cheong, Ogilvy Paul Belford, Paul Belford Ltd Justin Drape, The Monkeys Warren Brown, BMF Advertising Ji Lee, Facebook Ari Merkin, Ari Merkin LLC Jos Moll, La Comunidad Mark Harricks, AWARD Craig Davis, BrandKarma Oliver Voss, Miami Ad School Dylan Harrison, DDB Nigel Roberts, Leagas Delaney Greg Bell, Epoch Films Venables Bell Partners Scott Nowell, The Monkeys Steve Elrick, BBH Kash Sree, SR33 Kara Goodrich, BBDO Kevin Roddy, Riney William Gelner, 180 Paul Catmur, Barnes Catmur Friends Mike Hughes, The Martin Agency Yann Jones, Th2ng Central St. Martins College of Art Tiffany Rolfe, co: collective Vince Engel, Academy of Art Univ Engine Company 1 Lisa Fedyszyn Jonathan McMahon, Whybin\TBWA AWARD Toby Talbot, Whybin\TBWA New Zealand Dylan Lee, Wieden+Kennedy Matt Vescovo, Artist Art Director Ian Cohen, Wexley School for Girls Richard Bullock, Hungry Man Ryan Gerber, Wieden+Kennedy Graham Fink, Ogilvy China Bob Barrie, Barrie DRozario Murphy David Oakley, BooneOakley Eric Baldwin, Wieden+Kennedy Valdean Klump, Google Andy Fackrell, DDB New Zealand Feh Tarty, Mother V Sunil, Wieden+Kennedy and over 60 more.

"But if the industry itself is shaken by a profound identity crisis, unsure of what creative merit means anymore, what's left for those hungry and wide-eyed young guns looking for a dream job in that industry? That's exactly what *Breaking In*, an ambitious new anthology by William Burks Spencer, explores through over 130 interviews with advertising insiders, who share experience-tested, credibility-stamped insights on building an exceptional portfolio that will get you hired."