



MSUM Library

honors the 2008 tenure and promotion of

Jody Mattern

MASS COMMUNICATIONS

Pricken, Mario. *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*. Thames & Hudson, 2002

Associate Professor Mattern chose this book because:

An interesting debate rages on about creativity and whether a person is "born" creative or if it a skill that can be learned. I'm firmly in the camp that creative thinking can be taught. Having spent 20 years in an ad agency, and many, many hours staring at the wall in my office trying to come up with THE idea, I was amazed when I discovered books like this one that provide useful tools to stir creative thinking. This book's "Jumpstart" section is one of the best I've seen. Enjoy, create, and be fruitful.

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