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Tom himpe (author of advertising is dead)

Tom Himpe is the author of Advertising Is Dead Advertising Is Dead: Long Live Advertising! by Tom Himpe, help out and invite Tom to Goodreads.

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TOM HIMPE Co-founder Ag8 Twitter: @tomhimpe. Advertising Is Dead, Long Live Advertising and Advertising Next.

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"Consumers are now in control, brands have lost the advertising fight," says Tom Himpe, author of Advertising Is Dead, Long Live Advertising! "Consumers are no longer

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