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out of 5 stars Great  
advertising and  
promotional examples  
across all media.  
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States on February 20,  
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on Robin Landa's many  
books for teaching a  
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This book is most  
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ROBIN LANDA is a Distinguished Professor in the Department of Design at Kean University of New Jersey as well as a Designer, Branding Consultant, and Creative Strategist with her own firm, [www.RobinLanda.com](http://www.RobinLanda.com). She is the author of twelve books in addition to being a frequent speaker on the subjects of advertising, graphic design, branding, and creativity.

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Reviewed in the United States on February 20, 2017. As a design educator, I have relied on Robin Landa's many books for teaching a balance of design theory and practice.

This book is most exceptional since advertising is her speciality.