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He also has written a book by the same name and one called 101 Contrarian Ideas about Advertising. The basic premise of the gospel according to Bob Hoffman is that we are like so many lemmings blindly accepting that mass marketing in the form of advertising and most traditional forms of marketing communications is dead.

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## **Bob Hoffman's 101 Contrarian Ideas About Advertising ...**

101 contrarian Ideas About Advertising. February 7, 2017 May 1, 2018. I like Bob's wisdom, and I loved the beginning phase of the book. But it got repetitive quickly: if you've read a few articles you've read them all. What doesn't help is that it's all cynical and negative feedback.

## **Advertising 101**

Bob Hoffman is an author, speaker, and partner in Type A Group, LLC, a company that consults to marketers, advertisers and media. He is author of "101 Contrarian Ideas About Advertising", Amazon's top-selling advertising paperback for over a year.

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