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Campaigns that Shook the World did include campaigns that shook the world. It starts with some UK politics, with Margaret Thatcher and Tony Blair's electoral campaigns. Obama's "we can

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change it” campaign added international politics. Non-political campaigns included Product (red), and Nivea’s Real Beauty.

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## **Campaigns that Shook the World - Kogan Page**

Campaigns that Shook the World (2015) tells the history of public relations through a series of groundbreaking campaigns, work that inspired a revolutionary shift in communications. These blinks will show you how to create a campaign that packs a serious punch

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**Campaigns that Shook the World by Danny Rogers**

More than just a survey of public relations approaches and history, Campaigns that Shook the World considers and contrasts changing relationships between communicators,

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uses campaigns by major companies to illustrate their lasting political and social impact, and considers what makes the best campaigns superior to others.

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Choosing the campaigns to include is admittedly a subjective endeavor, but

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Rogers, a renowned marketing journalist, provides ample justification for his selections. In fact, early on in his description of each campaign, he includes a section called “Why the campaign shook the world,” where he explains exactly that.

## **Review of Campaigns That Shook**

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## **the World (9780749475093 ...**

Campaigns that Shook the World (2015) charts the history of some of the most influential ad campaigns in human history. By examining the strengths and weaknesses of these campaigns, Rogers' critical analysis provides a step-by-step action plan for cultivating your own earth-shaking campaign and

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Case in point, here are 3 advertising campaigns that, in their own unique ways, shook the world. NIKE: “Just do it”

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Book review: Campaigns that shook the world. Making the case for the power of marketing and PR. Campaigns That Shook The World is written by Danny Rogers, and published by Kogan Page, priced €18.99.

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purpose-driven product and corporate marketing pre-Facebook and -Twitter, and then developed further in an age when content is shared via digital media'.

## **Campaigns That Shook The World - PR Academy**

Mike Stafford reviews 'Campaigns that

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Shook the World,' in which PR expert Danny Rogers outlines the secret behind some of the most powerful PR campaigns of the last half-century.

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Campaigns that Shook the World provides the inside story on a selection

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Over the past four decades, a series of groundbreaking PR campaigns have helped shape popular culture and influence public opinion. With a foreword from WPP CEO Martin Sorrell, Campaigns

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that Shook the World provides the inside story on nine of these pivotal campaigns, and explores what made them successful. It examines their strategy and tactics, the imagery and icons they created, and the ...

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