

[E-BOOK] Standing on the Shoulder of Giants: Hermann Vaske's Conversations with the Masters of Advertising

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3 of 4 people found the following review helpful. Insightful By Ricardo Ortega Imagine you can actually talk with the legends of advertising business. Imagine that they indeed have half an hour for you. Imagine them telling you the circumstances and inspiration behind their noteworthy projects. That is the kind of info you receive in this book. Great

work of Hermann Vaske, in his interviews he knows which buttons to push in order to access the Creative Side of the Force. Highly recommended

Standing on the Shoulder of Giants is an impressive collection of interviews dedicated to creativity. Insider Hermann Vaske has interviewed nearly all top-notch creatives (e.g. art directors, advertising strategists, movie directors and artists) on the subject. The book documents the very personal and different aspects of being creative. Standing on the Shoulder of Giants grasps the best-of Vaske's eminent enquiries, including interviews and pictures with Oliviero Toscani, Wim Wenders, Dennis Hopper, Mike Figgis, Damien Hirst, Michael Conrad, Tony Scott, Adrian Lyne, Neville Brody, Alan Parker, etc.

About the Author Hermann Vaske is a successful author, producer director. After working as a Creative Director in various international ad agencies producing award-winning campaigns, Vaske founded "H. Vaske's Emotional Network", an ad agency production company in Frankfurt which combines his own writing, producing directing talents with those of other highly creative people (W. Wenders, B. Geldorf, D. Hopper, etc.)