

Advertising Creative Strategy Copy And Design

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ADVERTISING CREATIVE STRATEGY COPY AND DESIGN RECAP COLLECTION: OPEN THE ESSENCE IN BITE-SIZED CHUNKS

Invite to our captivating book recap collection. We are delighted to present you to the world of Advertising Creative Strategy Copy And Design summaries and just how they can improve your reading experience. As avid readers ourselves, we comprehend the value of diving into the heart of every story and discovering its significance in bite-sized portions.

Advertising Creative Strategy Copy And Design book recap collection offers just that - a succinct and informative recap of the bottom lines and motifs of a publication. In today's busy globe, we know that time is precious, and our summaries are developed to save you time by providing a fast summary of Advertising Creative Strategy Copy And Design's content and understandings.

Our group of expert authors carefully curates our publication summary of Advertising Creative Strategy Copy And Design collection to make sure that we give you with top notch recaps that catch the significance of each publication. Whether you are wanting to discover new genres, uncover brand-new writers, or just acquire deeper insights into your preferred books, our collection has something for everybody.

Join us today and unlock the world of Advertising Creative Strategy Copy And Design recaps. Discover the advantages of condensing complex ideas into easy and easy-to-understand language. Our book recaps are a fantastic means to broaden your expertise and broaden your horizons without needing to spend hours of your time.

Remain tuned as we check out the principle of Advertising Creative Strategy Copy And Design, review their benefits, and give tips on how to create efficient recaps. With our assistance, you'll find the ideal publication for your rate of interests and unlock a globe of knowledge.

DISCOVERING PUBLICATION SUMMARIES OF ADVERTISING CREATIVE STRATEGY COPY AND DESIGN

[How Critical Thinking Builds Successful Campaigns](#) McGraw Hill Professional

The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: "How can we help?" Jay Baer's *Youtility* offers a new approach that cuts through the clutter: marketing that is truly, inherently useful. If you sell something, you make a customer today, but

if you genuinely help someone, you create a customer for life.

Youtility Laurence King Publishing

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional. Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns. Work effectively in all media channels. Avoid the kill shots that will sink any campaign. Protect your work. Succeed without selling out. Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

Outlines and Highlights for Advertising Creative SAGE Publications

Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

[Contemporary Advertising](#) Routledge

"Beloved Brands is a book every CMO or would-be CMO should read." Al Ries With *Beloved Brands*, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a

branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals needed for your brands. This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who work in advertising, public relations, in-store marketing, digital advertising or event marketing. "Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. THIS BOOK IS DIFFERENT! Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong theoretical foundation for all he says...but he spares you the buzzwords. Next year my students will all be using this book." Kenneth B. (Ken) Wong, Queen's University If you are an entrepreneur who has a great product and wants to turn it into a brand, you can use this book as a playbook. These tips will help you take full advantage of branding and marketing, and make your brand more powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution plan that includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full potential.

Integrated Marketing Communication Rowman & Littlefield

Lichtenbergianism: procrastination as a creative strategy gives you nine Precepts, ways to restructure your thinking about how you create and why so that you can just get to work and create the work of your dreams.

A Strategist's Fight for Meaning Bookbaby

How do you orchestrate the next great advertising campaign? Find out with ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS. Inside you'll see step-by-step how to take a great idea through the complete advertising process. And because it's focused on campaigns,

ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

At our book summary collection, we strongly count on the power of checking out Advertising Creative Strategy Copy And Design. Not just can this open new knowledge and insights, yet it can also conserve readers time and help them decide which books to invest their time in. Allow's dive into the idea of Advertising Creative Strategy Copy And Design recaps and their advantages.

WHAT ARE PUBLICATION SUMMARIES?

Book recaps are condensed variations of a book's key points and motifs. They offer a fast summary of Advertising Creative Strategy Copy And Design's essence in bite-sized portions. They can vary from a couple of paragraphs to a couple of pages.

WHY ARE THEY IMPORTANT?

Advertising Creative Strategy Copy And Design summaries are important due to the fact that they allow visitors to acquire a much deeper understanding of a publication's key points and motifs without needing to check out the full publication. They are specifically valuable for active individuals that intend to remain enlightened however may not have the moment to review an entire publication of Advertising Creative Strategy Copy And Design.

EXACTLY HOW CAN THEY BENEFIT ADVERTISING CREATIVE STRATEGY COPY AND DESIGN VIEWERS?

Schedule recaps can profit viewers by conserving time, giving a hassle-free introduction of Advertising Creative Strategy Copy And Design's essence, and helping viewers establish which books deserve spending more time in. They allow viewers to quickly and easily acquire insights and knowledge without having to devote to reading the full publication of Advertising Creative Strategy Copy And Design.

- Saves time
- Supplies a fast summary
- Assists Advertising Creative Strategy Copy And Design viewers decide which publications to invest even more time in

Remain tuned for our next area where we will certainly dive deeper into the benefits of Advertising Creative Strategy Copy And Design.

The Creative Brief Blueprint Simon and Schuster

Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, The Copywriter's Toolkit book

will sharpen your copywriting skills whatever your level. Introduces essential conceptual strategies and key writing techniques for result-driven copy Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing Covers all areas of copy development: on-strategy and on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies Includes supplementary website an instructor's manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos

How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile Lichtenbergian Press

With the proliferation of digital and social media, there has never been a more dynamic time to engage with marketing communications - and never has the integration of marketing communications (marcoms) principles into a strategic marketing plan been more challenging. Even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive environment. Aided by a veritable wealth of pedagogical features, Marketing Communications will be essential reading for both students and professionals in marketing, communications and public relations. This textbook also benefits from a companion website which includes a comprehensive instructor's guide with PowerPoint slides, testbank questions and answer checklists.

Strategy, Copy, and Design by Tom Altstiel, ISBN John Wiley & Sons

Tired of phrases like "circle back," "follow up," or the dreaded "let's take this offline"? This hilarious guide will reinvigorate your vocabulary with direct and delightful alternatives to stale corporate speak. Offices are a breeding ground for odd expressions and hackneyed platitudes. Why are we peeling onions and putting irons in the fire? Why is our plate always full? And most importantly, how is it even possible to give 110%? Per My Last Email provides you with fresh new words to sprinkle throughout your workday and lift you out of your office-speak rut while making you laugh at the same time. With unexpected and entertaining phrases to boost the productivity of your meetings, revitalize your email game, and even the occasional office-appropriate swear, this book is a fun and informative send-up of stale corporate lingo that will help you freshen up your own workplace communication.

Creative Tactics From the Outside/In Routledge

The new edition of a classic text about advertising creativity: how to find great ideas and express them freshly and powerfully. A classic text now in a new edition, George Felton's Advertising: Concept and Copy is an innovative approach to advertising creativity. It covers the entire conceptual process, from developing smart strategy to executing it with strong ads—from what to say to how to say it. Part 1, Strategies, operates on the premise that the idea beneath an ad's surface determines its success. This first section shows how to research products, understand consumer behavior, analyze audiences, and navigate marketplace realities, then how to write creative briefs that focus this strategic analysis into specific advertising objectives. Part 2, Executions, explains how to put strategy into play. It discusses the tools at a copywriter's command—creating a distinctive brand voice, telling stories, using language powerfully and originally—as well as the wide variety of media and advertising genres that carry and help shape messages. But great executions are elusive. So Part 3, the Toolbox, gives advice about how to think creatively, then presents an array of problem-solving tools, a series of techniques that advertisers have used repeatedly to produce exceptional work. In brief, this book shows how to find strong selling ideas and how to express them in fresh, memorable, persuasive ways. The new edition features greatly expanded discussions of guerrilla advertising, interactive advertising, brand voice, storytelling, and the use of social media. Hundreds of ads in full color, both in the book and on an accompanying Web site, demonstrate the best in television, radio, print, and interactive advertising. Advertising: Concept and Copy is the most comprehensive text in its field, combining substantial discussion of both strategy and technique with an emphasis on the craft of writing not found elsewhere. It is truly a writer's copywriting text.

Think Now, Design Later : a Complete Guide to Creative Ideas, Strategies and Campaigns SAGE

This combination of workbook and sourcebook presents both easy-to-understand explanations of advertising media sources and calculations along with real-world examples of source material from advertising and media companies. It is designed for both practitioners and students - anyone who wants to master the process of advertising media planning. Each of the book's 45 concise units opens with a brief text segment, presents sample source materials from actual advertising and media companies, and concludes with plenty of hands-on exercises. Units are compact and easy-to-understand, and they progress.

Strategy, Copy, and Design Cengage Learning

The Internet didn't kill TV! It has become its best friend. Americans are watching more television than ever before, and we're engaging online at the same time we're tuning in. Social media has created a new and powerful "backchannel", fueling the renaissance of live broadcasts. Mobile and tablet devices allow us to watch and experience television whenever and wherever we want. And "connected TVs" blend web and television content into a unified big screen experience bringing us back into our livingrooms. Social TV examines the changing (and complex) television landscape and helps brands navigate its many emerging and exciting marketing and advertising opportunities. Social TV topics include: Leveraging the "second screen" to drive synched and deeper brand engagement Using social ratings analytics tools to find and target lean-forward audiences Aligning

brand messaging to content as it travels time-shifted across devices. Determining the best strategy to approach marketing via connected TVs. Employing addressable TV advertising to maximize content relevancy. Testing and learning from the most cutting-edge emerging TV innovations. The rise of one technology doesn't always mean the end of another. Discover how this convergence has created new marketing opportunities for your brand.

ADVANTAGES OF ADVERTISING CREATIVE STRATEGY COPY AND DESIGN BOOK SUMMARIES

At our book recap collection, we believe in the many advantages of reading Advertising Creative Strategy Copy And Design summaries. Here are a couple of essential benefits:

- **Time-saving:** With our active routines, it can be testing to locate time to review every publication we want. Our book recaps provide a fast summary of one of the most vital points without requiring to spend a number of hours in reading Advertising Creative Strategy Copy And Design whole publication.
- **Quick review of Advertising Creative Strategy Copy And Design:** If there is a publication you have an interest in, however you're not exactly sure if it's ideal for you, our book recaps provide a glance right into the writer's main points and writing style prior to purchasing the full publication.
- **Boosted understanding in Advertising Creative Strategy Copy And Design:** For those that have checked out the entire publication, our publication recaps provide a possibility to rejuvenate your memory and rediscover the bottom lines and motifs.

Generally, book summaries of Advertising Creative Strategy Copy And Design offer a beneficial tool to enhance your analysis experience and optimize your time and effort.

EXACTLY HOW TO COMPOSE A PUBLICATION RECAP OF ADVERTISING CREATIVE STRATEGY COPY AND DESIGN

Creating a publication summary might look like a daunting task, yet it can actually be an enjoyable and fulfilling experience. Here are some key elements to bear in mind when writing your publication summary:

1. **Concentrate on the essence:** The goal of a book summary is to catch the essence of Advertising Creative Strategy Copy And Design in a concise and compelling means. Avoid obtaining captured up in the details and rather focus on the key points and themes that the writer is trying to communicate.
2. **Maintain it short:** Advertising Creative Strategy Copy And Design summary is implied to be a quick review, so maintain it brief. Stay with one of the most vital information and prevent going into way too much depth.
3. **Consist of the major characters:** Ensure to include a brief description of the major characters, including their names and any kind of defining characteristics or features.

4. **Highlight the main styles:** Identify the central styles of Advertising Creative Strategy Copy And Design and highlight them in your summary. This will give readers a much better idea of what guide has to do with and what they can anticipate to learn from it.

By keeping these key elements in mind, you can create a reliable and interesting book recap that catches the essence of Advertising Creative Strategy Copy And Design book and leaves readers wanting more.

LOCATING THE RIGHT ADVERTISING CREATIVE STRATEGY COPY AND DESIGN PUBLICATION SUMMARIES

Are you having a hard time to discover the best Advertising Creative Strategy Copy And Design recaps for your interests? Do not fret, we've obtained you covered. Here are some pointers on finding top quality book summaries:

1. ONLINE OPERATING SYSTEMS

Among the simplest methods to find Advertising Creative Strategy Copy And Design recaps is through on the internet platforms. Web sites like Blinkist, getAbstract, and Sumizeit provide a selection of summaries for different categories and genres. You can also have a look at Amazon Kindle's "Brief Reads" section for quick, easy-to-digest summaries.

2. BOOK EVALUATION INTERNET SITES

Reserve review web sites like Goodreads and BookPage typically feature recaps along with their evaluations. They can offer a much deeper understanding of Advertising Creative Strategy Copy And Design story and styles while additionally providing understanding into the visitor's experience. You can also have a look at their "recommended" web page to discover brand-new summaries.

3. CURATED COLLECTIONS

Strategy, Copy, and Design SAGE

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9781412974912 .

Reconnecting Business and Innovation Flat World Knowledge

CREATIVE STRATEGY IN ADVERTISING provides everything students need to be successful as advertising professionals in today's fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives students the necessary tools to create winning

advertising strategies.

Introduction to Strategic Public Relations John Wiley & Sons

Winner of the 2019 Textbook & Academic Authors Association's The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society? Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares you for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message. Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G's "Like a Girl" campaign—and thus frame the chapter content and encourage active reading. At the end of the chapter, you explore various aspects of socially responsible communication to "solve" the PR challenge. Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied communications research, and corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility in Action boxes feature short, specific social responsibility cases—such as Universals' #NoFoodWasted, Nespresso in South Sudan, and Merck's collaboration with AIDS activists—to highlight best practices and effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter. Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

Strategy, Copy, and Design Tata McGraw-Hill Education

A unique, inspiring guide to building business strategy from the president of Sequent Learning Network A key element of a successful business strategy is originality, which can only be fueled by creativity and intuition. Many business leaders are taught to develop strategies by analyzing case study after case study of other companies' already implemented strategies, and using those studies as a framework for developing their own strategic plans. However, in order to develop truly great strategies, business leaders must learn to tap into their own creative process and develop actionable strategies based on their intuition and instincts. Creative Strategy Generation is a step-by-step guide to creating truly original and successful business strategies by tapping into one's own creative potential. Modeled on Sequent Learning Network's popular strategy building consultation program, the book uses compelling stories and examples drawn from music composition to show

you how to produce your own "strategic masterpieces."

Creative Strategy from Idea to Implementation John Wiley & Sons

Advertising Creative, Sixth Edition gets right to the point of advertising by stressing key principles and practical information students and working professionals can use. Drawing on personal experience as award-winning experts in creative advertising, this new edition offers real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In the new edition, authors Tom Altstiel, Jean Grow, Dan Augustine, and Joanna Jenkins take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas. The latest edition addresses some of the key issues impacting our industry today, such as diversity in the workplace, international advertising, and design in the digital age.

Launch! Advertising and Promotion in Real Time Ecademy Press

Advertising Creative, Fifth Edition continues to weave discussions about digital messaging through every chapter. Yet, the underlying theme is still about one thing that never changes—the need for fresh concepts and big ideas in pursuit of the One Thing. This edition introduces a new co-author, Marcel Jennings, who brings a fresh perspective from his background as a copywriter and creative director, as well as teaching at Virginia Commonwealth University. As always, the authors draw upon their experiences as working advertising professionals and teachers to get right to the point, stressing key principles and practical information that students and working professionals can use to communicate more effectively to build memorable brands. They also address some of the key issues impacting our industry today, such as gender equality, diversity in the workplace, and business ethics.

For visitors who like a more customized touch, curated collections are a great alternative. These collections are typically produced by industry professionals or enthusiasts and provide a list of must-read recaps for various styles. You can locate them on blog sites, podcasts, and even social networks groups.

With these pointers, you can locate the appropriate Advertising Creative Strategy Copy And Design publication summaries for your rate of interests and choices. Delighted reading!

REVIEW OF ADVERTISING CREATIVE STRATEGY COPY AND DESIGN

- This lady was absolutely correct in her approach to healing cancer through her diet. Our bodies are living things. Ofcourse we have the ability to heal. As do plants when given manure and water and sun. And as do animals when they fast or go outside and eat grass. We look at them and go "why on earth would you eat grass?" Why not!?! The healing abilities are endless! Now, as for dr. Jays review... please pay no mind to him. Hes been brainwashed. Theres really no hope for him. Doctors ruined my life with antibiotics, and the only thing that put me back in perfect health was a raw diet consisting of greens, vegetables, sprouts, kimchi, and a small amount of berries. The benifits were :

more energy than ive ever had, improved eyesight, no more hair loss, the softest skin ever, no more bacteria infection, clear skin, arthritis no more, bowel movements and digestion was incredible! And i peed about 6 times a day and drank no water. All pee was clear! Tell me again dr. Jay how i should come to you for help! People like you destroy people and vegetables have to pick up your slack! Yeah i said it! Say somethin! Let me find out!! Lol

- Reading this book was somewhat terrifying because someone finally saw the surreal nature of American society the way I do. I think this is one of the saddest, and somehow funniest, books ever. I can't believe it was published in 1973: it is still so relevant. The most incredible part of it is to hear

things we've accepted about our society as part of life mirrored back at us so that we can feel their full absurdity. One section that will always stay with me was when Vonnegut talks about African American history in a matter of fact way (I'm paraphrasing here): "They were slaves, but then they were emancipated. They were not given land. They were free to go exploring." The fact that that was what really happened in our universe is so overwhelming that Vonnegut writes as if speaking to first time observers of earth: okay, this is the way earthlings decided to deal with a massive injustice? Anyway read the book. I don't think I've ever seen such great insight into our national pathologies.