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A Case Study my partner and I did for Advertising Problems 4040 and LSU. We did a IMC plan along with a new campaign for Red Bull with a \$100,000,000 budget.

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REVIEW OF CASE STUDY IMC

- I set up my own consulting business in 2002, largely based around the ideas in Alan's book. Leaving a well paid corporate job to go solo feels a bit like jumping out of an Aeroplane with no parachute, but 'Getting Started' has been very helpful guidance along the way. Actually I would also recommend Alan's 'The Ultimate Consultant', which although aimed at experienced practitioners, contains lots of useful case studies. European readers do need to bear in mind the slightly different business culture over here than in the States, but I think Alan's advice still translates very well across the pond.

- I loved this book. It brought a whole new perspective on giving birth and the beauty of it. I gave birth at a big HMO Hospital and I felt that I was treated as a number basically. This book has taught me a lot and probably I will make different choices for my next baby.