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A bounty of heretical, unpopular, and aberrant thoughts about the ad industry. Bob Hoffman, author of Amazon #1 sellers BadMen and Laughing@Advertising looks at advertising's decade of delusion and comes away a skeptic. What went wrong? Just about everything.

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In his fascinating new book "Badmen – how advertising went from a minor annoyance to a major menace", the author of the influential ad contrarian blog shines a flashlight on this secret world and calls for a huge overhaul in online transparency and accountability. In this article SevenVentures takes a closer look at Hoffman's arguments.

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Hoffman, famously known as the Ad Contrarian, is an advertising veteran, best-selling author, and sought-after speaker and advisor. His latest book, "BadMen: How Advertising Went from a Minor Annoyance to a Major Menace," provides Hoffman's view on the state of online advertising.

### **Marketing Today with Alan Hart - Bob Hoffman: The Ad ...**

One of his books, "BadMen: How Advertising Went From A Minor Annoyance To A Major Menace" exposed many of the dangerous data abuse practices that are now making international headlines. It was selected "Best of Marketing 2017".

### **Advertising For Skeptics – NYDLA**

If you haven't yet found time to read BadMen: How Advertising Went From A Minor Annoyance To A Major Menace by Bob Hoffman—his "frightening and highly entertaining look into the hidden, corrupt, and dangerous world of online advertising"—may I suggest an audio preview on the topic, care of Radio New Zealand?

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