



C'ero una volta (Italian Edition)

Lele Panzeri

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In "C'ero una volta" Lele Panzeri – icona vivente del pubblicitario milanese – racconta la storia della sua vita, dalla nascita fino ai primi anni del nuovo millennio. Lo fa nella forma narrativa propria del suo mestiere di creativo: concetti sintetici che quasi potrebbero essere degli "slogan" se presi uno per uno ma che, inanellati in sequenza temporale, sono una "mitragliata" (come lui stesso definisce il libro) e diventano storia. La sua. Ma anche quella di personaggi noti nell'ambiente delle agenzie di pubblicità. Tra aneddoti, drammi, amori, sconfitte e successi, verità e leggende, raccontati con lieve umorismo e ironia possiamo anche intravvedere la storia delle pubblicità italiane degli ultimi 30 anni, quella più interessante e mitizzata. Già dato alle stampe nel 2006, l'unica "autobiografia non autorizzata" mai pubblicata viene oggi rilanciata da Blonk in edizione esclusivamente digitale.

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