

Recommended by Anthonis Kocheilas - Global CEO, Ogilvy Advertising



Read & edited by Richard Bratt & Wim van Melick

## Paid Attention

### Innovative Advertising for a Digital World

'Are you paying Attention to the Attention being paid for?' Media fragmentation and the abundance of digital media has been a game changer in Advertising. Content is king, earning Attention. The author concludes: 'No attention, no influence, no impact'. How to win the Attention battle? A fresh look on Strategy, Creative, Media and Account Planning. A must read if you work in the communication business, no matter your discipline, your level or region you live in.

[Start reading](#)

The Global Reading Club also recommends:



## The Contagious Commandments

Ten steps to successful marketing, future fitness and brand bravery as prescribed by the team at Contagious, based on research of the world's most innovative marketing, trends and technology. These are a set of principles and provocations to make brands fit for the future.

[Go to book](#)

## Join as an editor

*Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others.* — Quote by Susan Cain, American Author of the book 'Quiet'.

Learn how to read a book in a way, you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Join The Global Reading Club](#)

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free.  
[Contact us](#) if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).