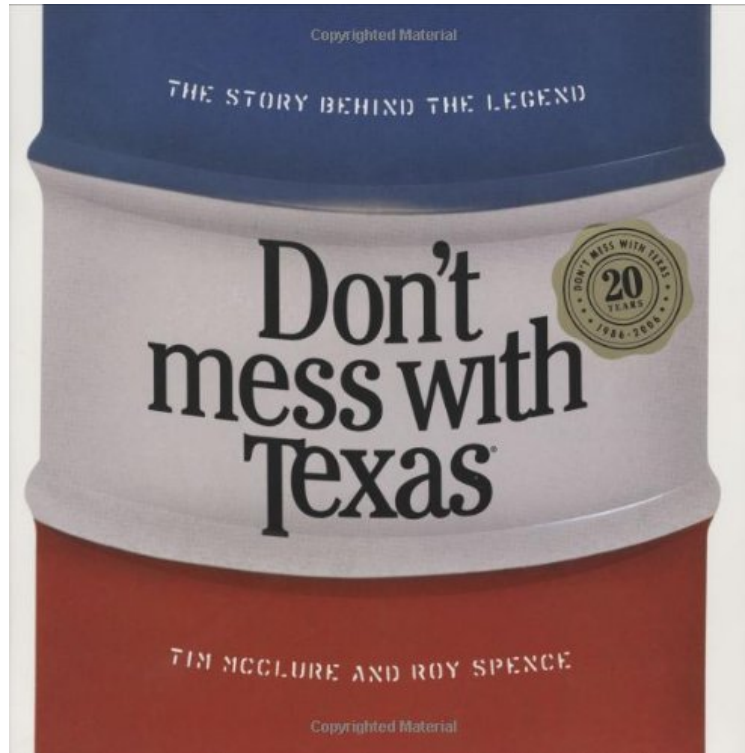


[E-BOOK] Don't Mess with Texas: The Story Behind the Legend

## Don't Mess with Texas: The Story Behind the Legend

*Tim McClure, Roy Spence*

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**Tim McClure, Roy Spence : Don't Mess with Texas: The Story Behind the Legend** before purchasing it in order to gage whether or not it would be worth my time, and all praised Don't Mess with Texas: The Story Behind the Legend:

0 of 0 people found the following review helpful. Glad to see it is still aroundBy CustomerI have had this book for a very long time.Glad to see it is still around. I hope readers find it as enjoyable as I did.1 of 1 people found the following review helpful. DVD would have been niceBy pj5Loved the book, but had to find the commercials on youtube. It would have been nice to have a DVD with the commercials on it.3 of 3 people found the following review helpful. Not What I ExpectedBy Erica H.I work in the marketing and advertising field. I purchased the book in the hopes of getting the story behind how this campaign was created (e.g. what happened during the brainstorm meetings, how was the concept fleshed out, etc). The book is more about all of the various prominent celebs and musicians that participated in the campaign and less about any useful information on how to take what they did and make it applicable to ones own work.

In December 1985, a bumper sticker bearing the words 'Don't Mess With Texas' began appearing on pickup trucks across the Lone Star State. There was no explanation, no sponsor, just those four words and a small red, white, and blue Texas flag.

About the Author Tim McClure is a brand architect, author, filmmaker, and legend builder. He is one of the founders of GSDM, one of America's most successful advertising agencies. He is also the creator of the legendary "Don't Mess With Texas" slogan and antilitter campaign. Roy Spence is also a founder of GSDM. He has been profiled in USA Today, recognized as an "Agency Innovator" by Advertising Age, and named "Adman of the Century" by Texas Monthly magazine.