



Our Remarkable Year

2015 was a pretty amazing year for the Type A Group.

We spoke all over the U.S., Europe, and Canada.

"*Marketers Are From Mars, Consumers Are From New Jersey*" became the #3 best-selling advertising ebook at Amazon and got rave reviews.

The Ad Contrarian welcomed its 5,000,000th visitor

The Wall Street Journal, *Time*, *Financial Times*, *Business Insider* and *Inc.* all spoke well of us.

2016 promises to be equally successful with plans in the works for speaking gigs in London, Germany, Spain, Poland, Dominican Republic and all over the U.S.

From time to time we'll be sending out emails like this (minus the self-promotion baloney) to give you a contrarian perspective on some of the nonsense you read about advertising, marketing, and media. We hope you'll find it interesting. If not, you can unsubscribe below.

Have a great year.

[Visit our Website](#)

In The WSJ

The Wall Street Journal cited *The Ad Contrarian* blog over 20 times in 2015.

Bob spoke to *Time Inc.* in London in October. They called him "the best speaker we've ever had."

Fuel Lines dubbed him "the most provocative man in advertising."

[Read more news here](#)



Inc. Magazine Features Type A

Recently, *Inc.* magazine ran an article about Bob. Here's what they said: "An unsparing rant argues that marketers' irrational obsession with the young is incredibly bad business."

[Read the article here](#)



CBC Interviews Bob

Bob did several talks in Canada this year, with stops in Winnipeg, Banff, Montreal and Toronto. Along the way the Canadian Broadcasting Company interviewed him.

[Listen to the interview here](#)



In The Financial Times

One of the best articles of the year on the subject of online advertising and social media appeared in the Financial Times. Bob's opinions are prominently featured.

[Read the article here](#)

How the Mad Men lost the plot



Read The Reviews

Amazon selected "Marketers Are From Mars, Consumers Are From New Jersey" as "#1 Hot Prospect" in advertising. It has received 5-Star reviews.

Time, Inc. said, "WARNING: This book will make you laugh out loud."

[Read the reviews here](#)



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