

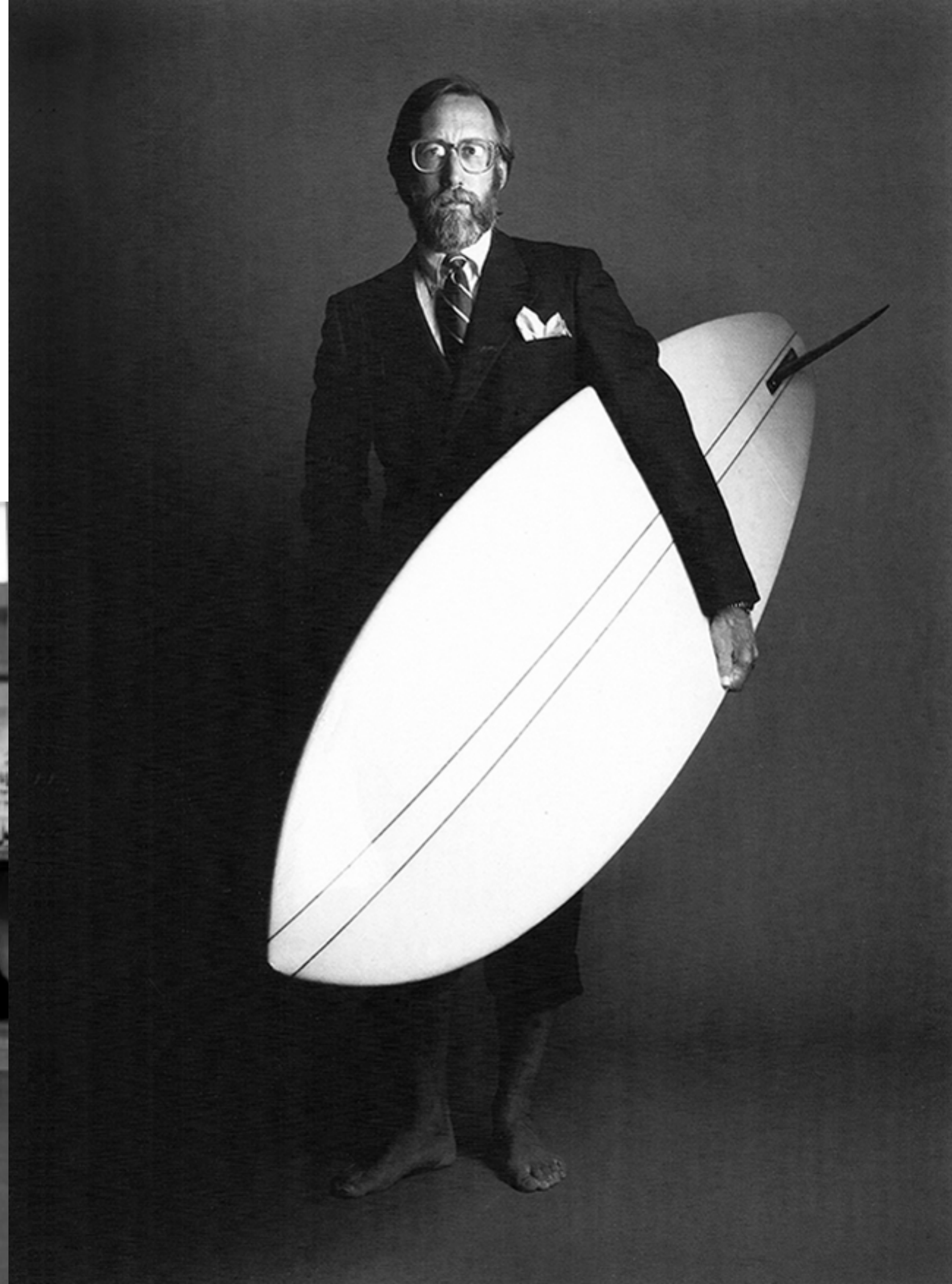
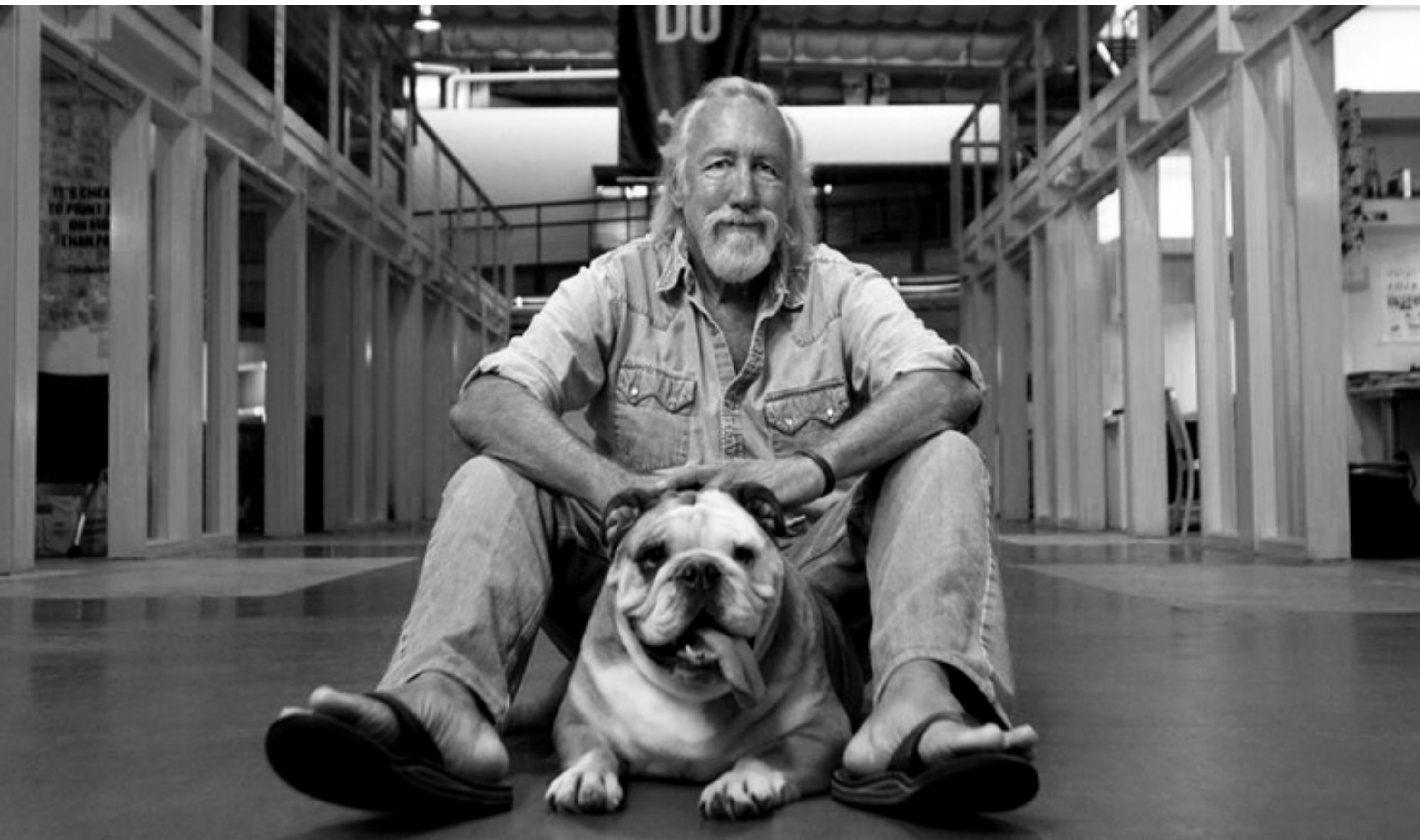
Lee Clow

Ba'ndo Lab
M. Bengisu Demirkaya

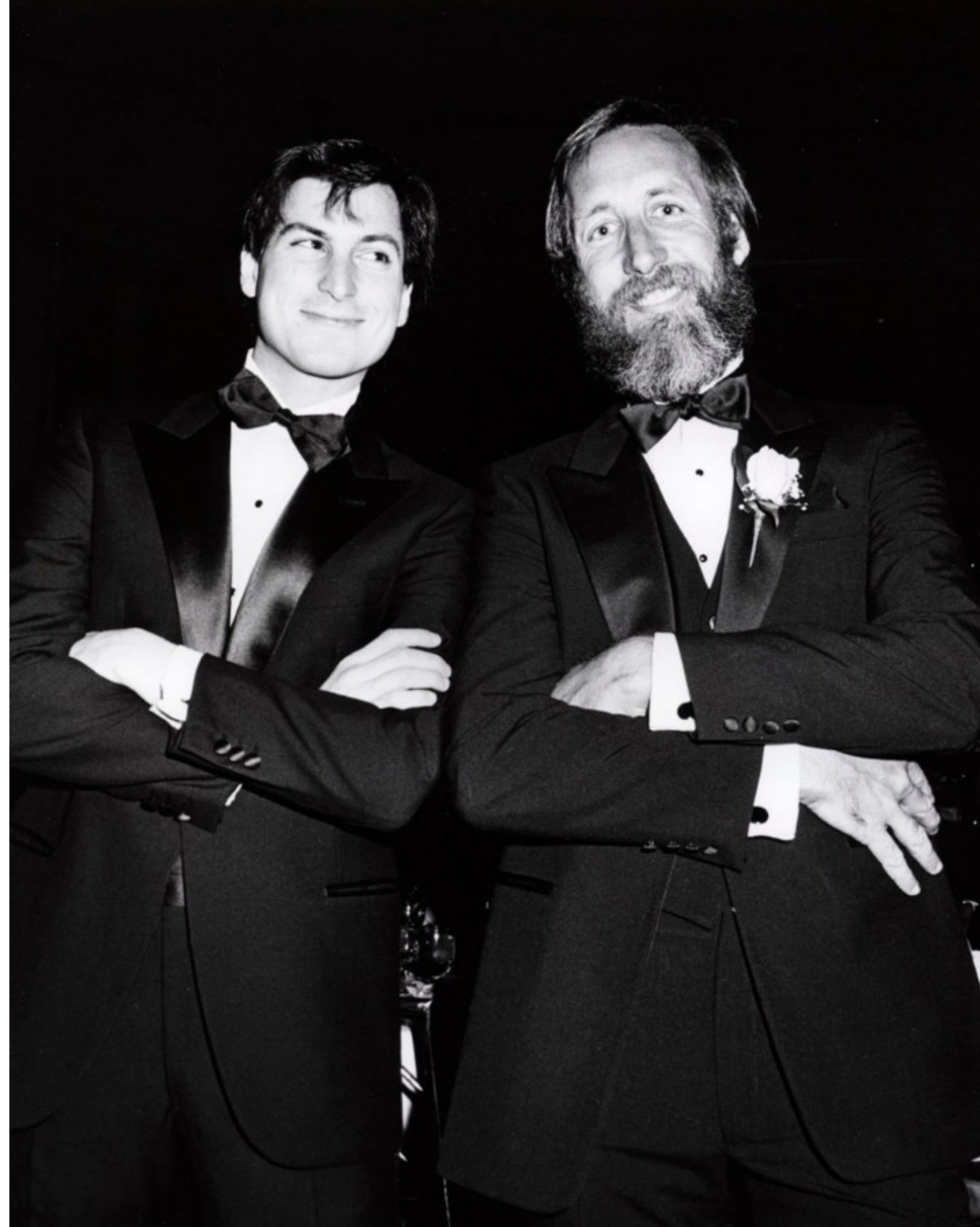
Nasıl ilerleyeceğiz?

- + Kimdir?
- + Önemli kampanyalar
- + Nasıl olmuş?

Kimdir?



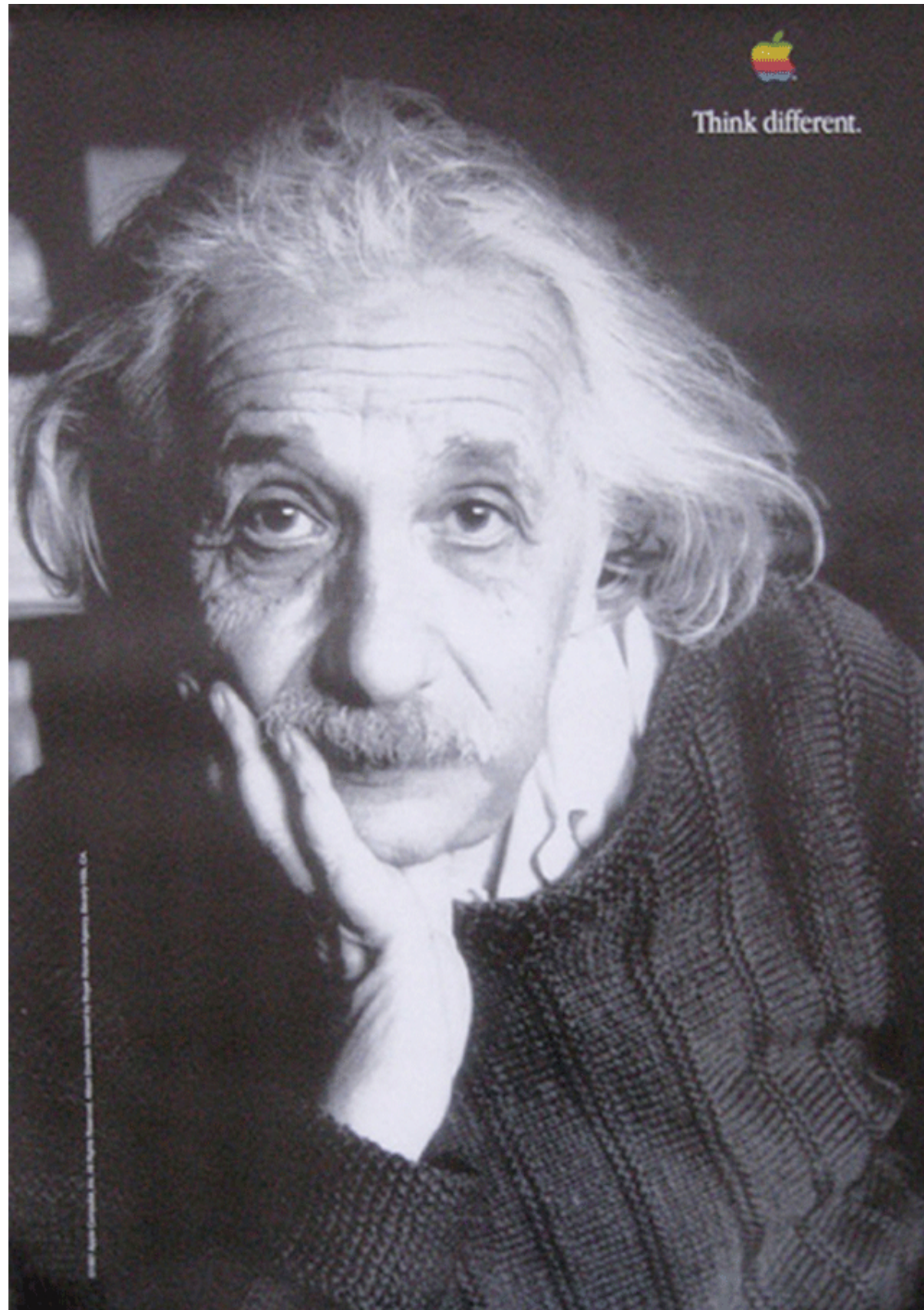
Steve Jobs



Lee Clow

1984

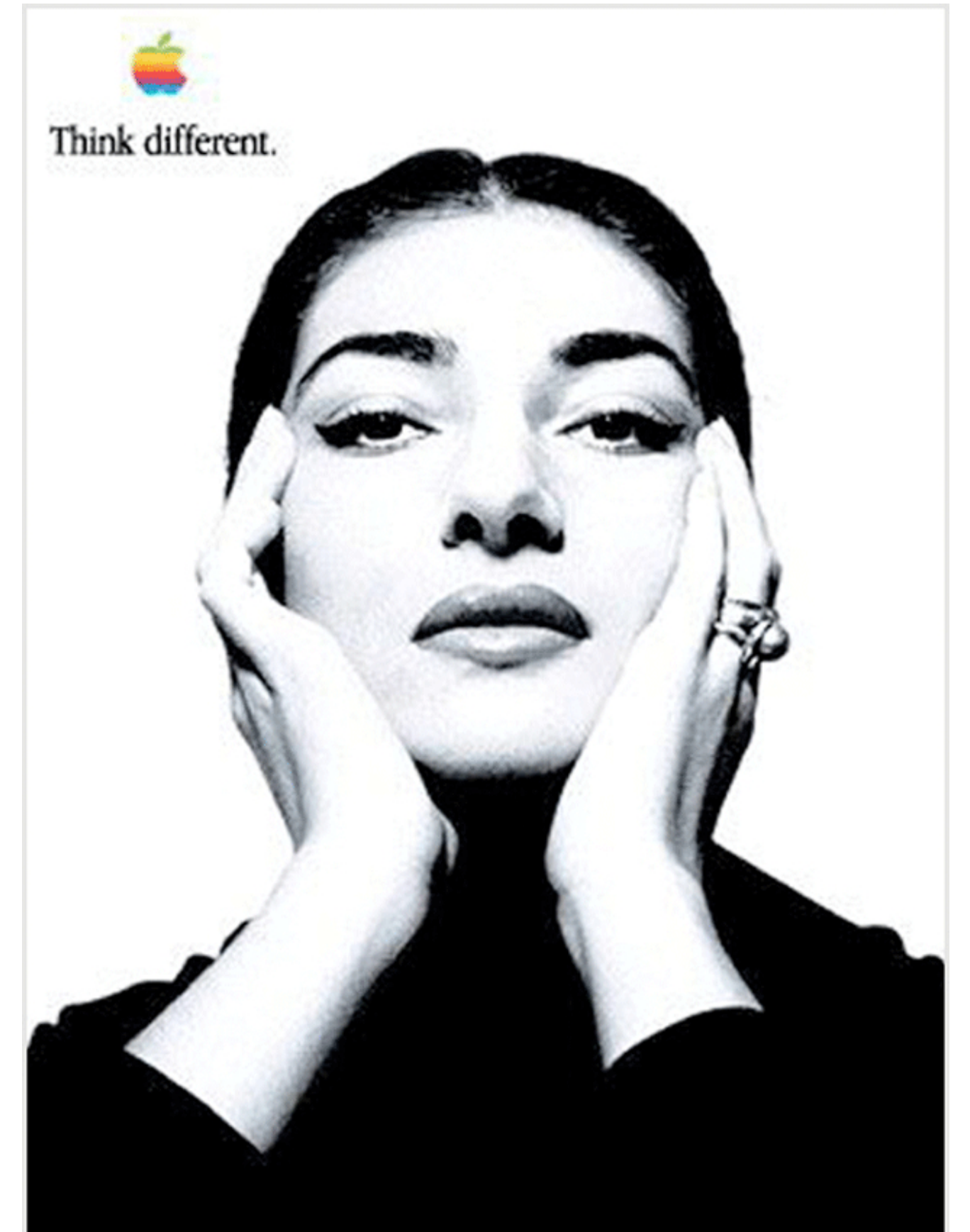
Think different.



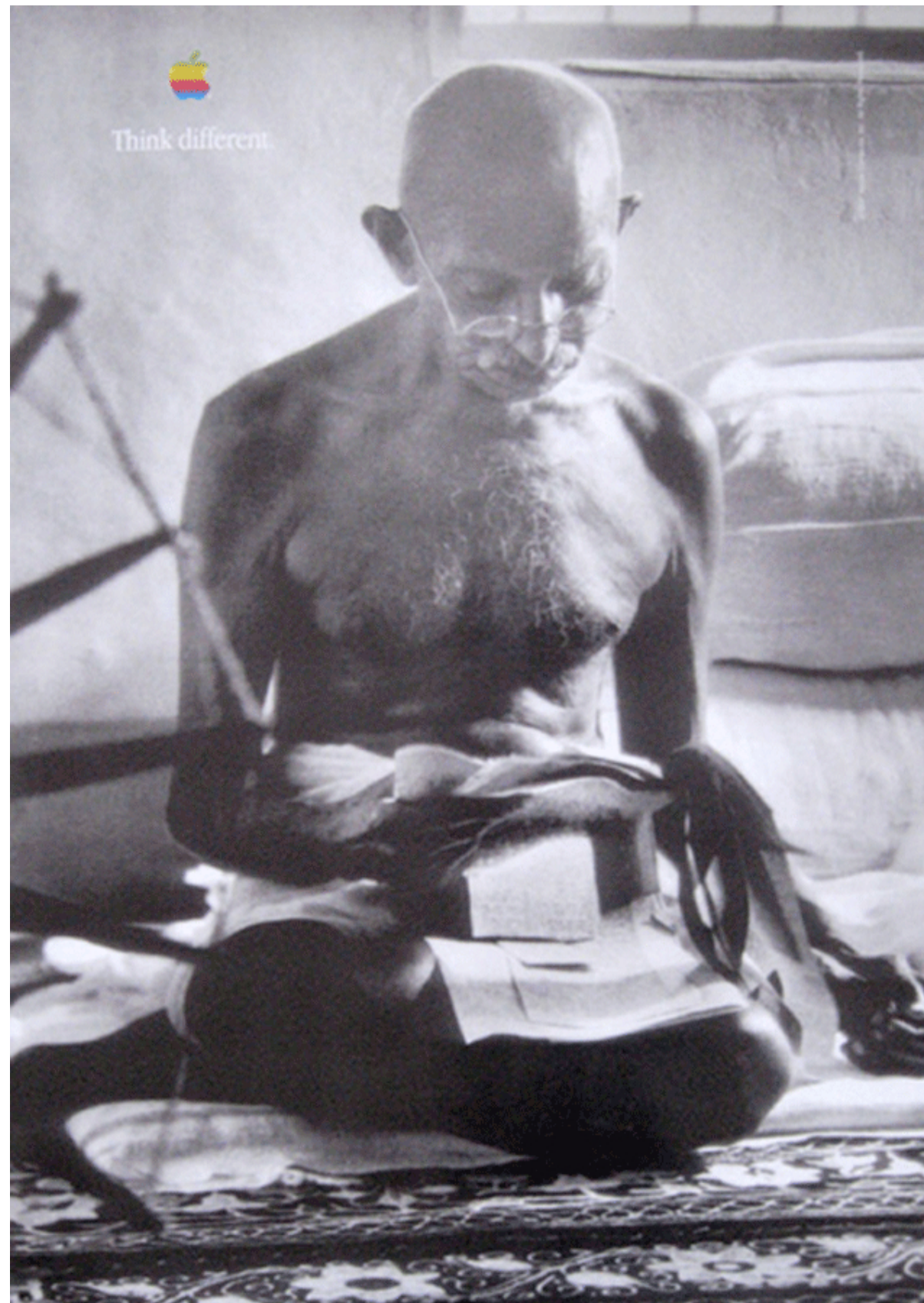
Albert Einstein



Alfred Hitchcock



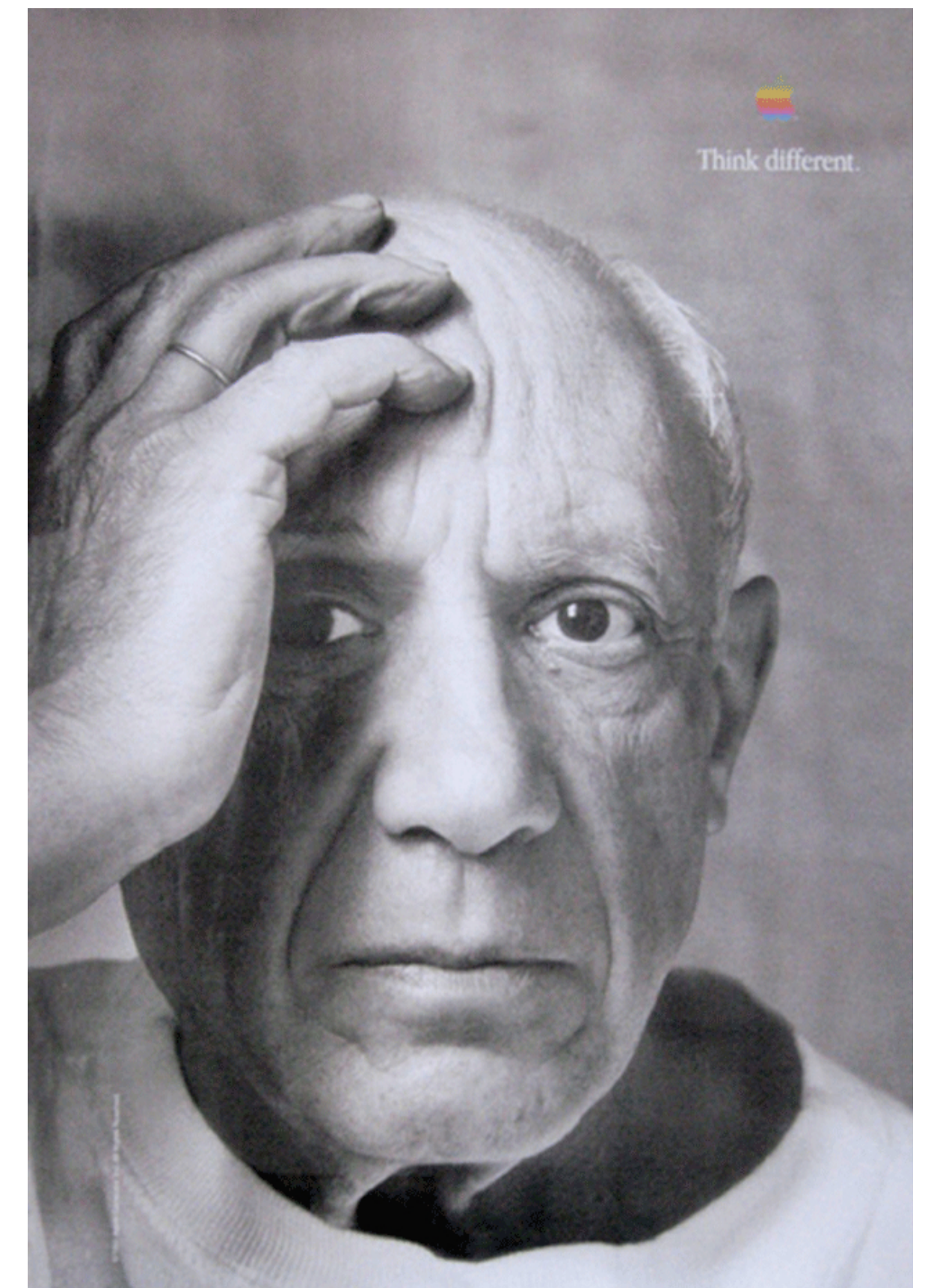
Maria Callas



Mahatma Gandhi



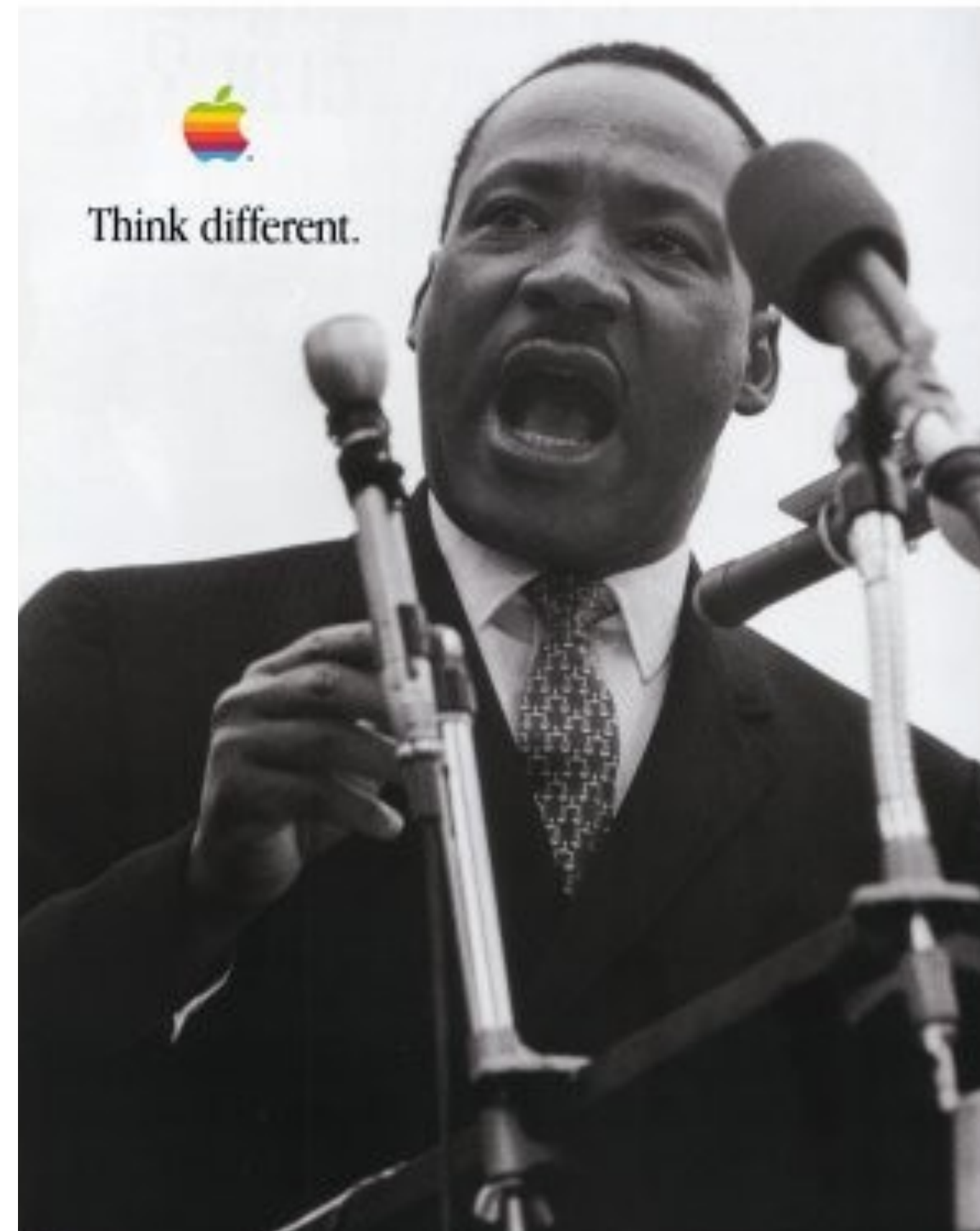
Martha Graham



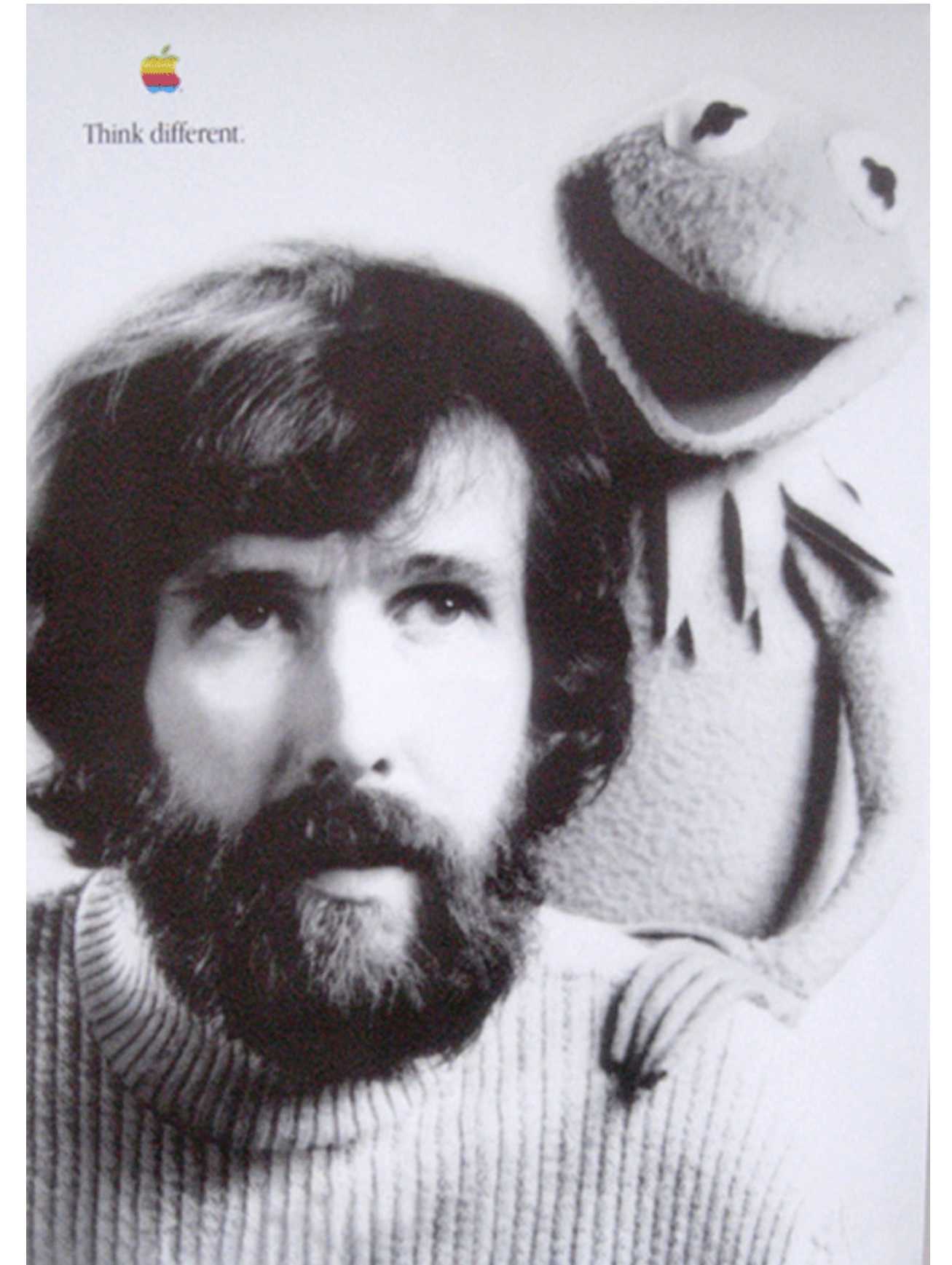
Pablo Picasso



Amelia Earhart



Martin Luther King



Jim Henson



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Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

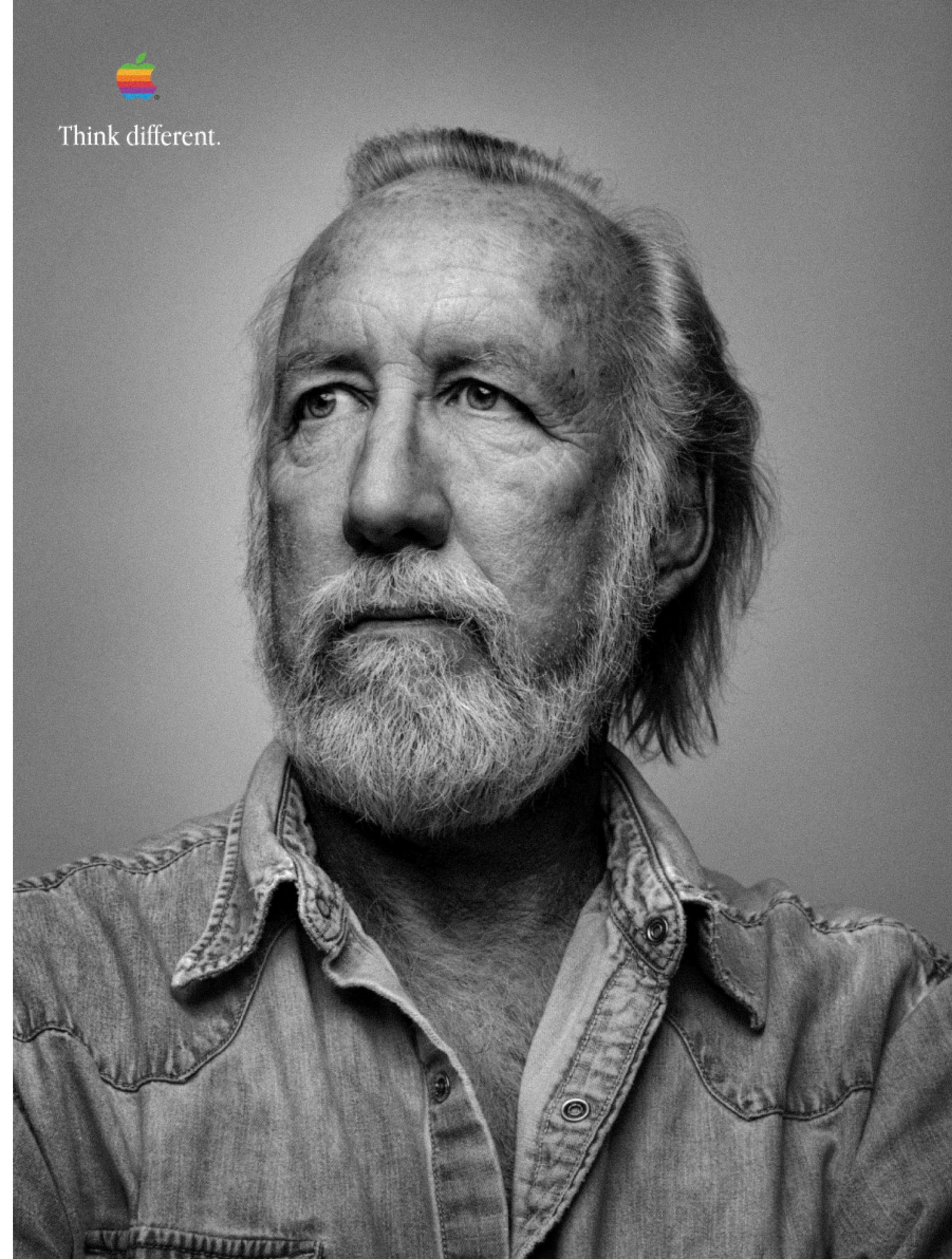
Think it over.





Cesaret

Poster



•

Tesekkürler!