

Cambridge University Press
 978-1-108-47353-8 — Unpacking Creativity
 Paula Pérez Sobrino, Jeannette Littlemore, Samantha Ford
 Copyright information
[More Information](#)

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia
 314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
 New Delhi – 110025, India
 103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org
 Information on this title: www.cambridge.org/9781108473538
 DOI: 10.1017/9781108562409

© Paula Pérez Sobrino, Jeannette Littlemore and Samantha Ford 2021

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2021

Printed in the United Kingdom by TJ Books Limited, Padstow Cornwall

A catalogue record for this publication is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Names: Pérez Sobrino, Paula, author.

Title: Unpacking creativity : the power of figurative communication in advertising / Paula Pérez Sobrino, University of La Rioja, Jeannette Littlemore, University of Birmingham, Samantha Ford, University of Birmingham.

Description: 1 Edition. | New York, NY : Cambridge University Press, 2021. | Includes index.

Identifiers: LCCN 2021022823 (print) | LCCN 2021022824 (ebook) | ISBN 9781108473538 (hardback) | ISBN 9781108461863 (paperback) | ISBN 9781108562409 (ebook)

Subjects: LCSH: Advertising. | Creative ability in business. | BISAC: LANGUAGE ARTS & DISCIPLINES / Linguistics / General | LANGUAGE ARTS & DISCIPLINES / Linguistics / General

Classification: LCC HF5823 .P377 2021 (print) | LCC HF5823 (ebook) | DDC 659.1—dc23

LC record available at <https://lcn.loc.gov/2021022823>

LC ebook record available at <https://lcn.loc.gov/2021022824>

ISBN 978-1-108-47353-8 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.