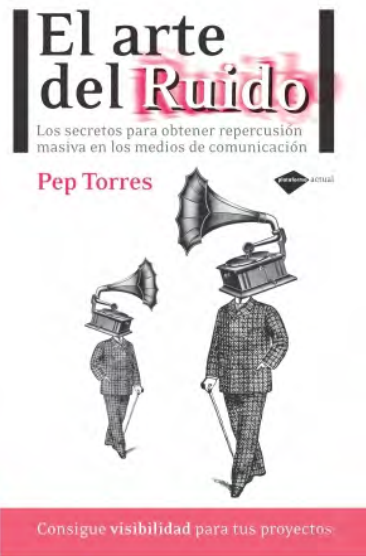


# The Art of Noise

by Pep Torres



## THE ART OF NOISE

THE SECRETS FOR GAINING MASSIVE REPERCUSSIONS  
IN THE COMMUNICATION MEDIA

BY **PEP TORRAS**

128 pages

Communication

■ Indispensable for entrepreneurs, artists and small-time business people, as well as marketing professionals, advertisers and press officers.

■ The author speaks with a practical knowledge of the subject, given that, thanks to her techniques, he himself has been in the headlines in more than 3,000 forms of media, such as Wall Street Journal, TIME Magazine or Discovery Channel.

### SYNOPSIS

This book is especially meant for all those who wish to make their personal and professional projects clearly visible. And have few resources to do this. Here are explained a series of techniques and tips which will enable your projects to hit the headlines of the top media channels around the world. Written in a down-to-earth way and with a 100% practical focus, this book will become your best tool for giving your campaigns and projects that necessary push forward.

### ABOUT THE AUTHOR

**Pep Torres** is an inventor, a musician, a designer, a writer, an artist and a radio and TV broadcaster. He manages the creative agency, Sterenoise, dedicated to the development of new products, to creative consulting and to generating “media noise” for his clients. His inventions and his creative proposals have been around the world on many occasions and have made him front page news on prestigious newspapers such as Wall Street Journal.

He gives conferences and seminaries on the subjects of innovation, creativity, and marketing techniques in business schools and universities around the world. In 2009 Time Magazine chose one of his inventions as one of the best 50 inventions of the year. He is the founder and director of miBa, the Museum of Ideas and Inventions of Barcelona.

<http://www.stereo-noise.com>

