

Creative Strategy in Advertising



BOOK DETAILS

- Author : Bonnie L. Drewniany
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BOOK SYNOPSIS

CREATIVE STRATEGY IN ADVERTISING provides everything you need to be successful as an advertising professional in today's fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives you all the necessary tools to create winning advertising strategies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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