

The book was found

Creative Strategy In Advertising



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.

Book Information

Paperback: 336 pages

Publisher: Cengage Learning; 11 edition (January 1, 2013)

Language: English

ISBN-10: 1133307264

ISBN-13: 978-1133307266

Product Dimensions: 8 x 0.7 x 9.9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 2.8 out of 5 stars Â Â See all reviews Â (5 customer reviews)

Best Sellers Rank: #124,578 in Books (See Top 100 in Books) #91 in Â Books > Business & Money > Industries > Media & Communications #164 in Â Books > Textbooks > Business & Finance > Marketing #201 in Â Books > Textbooks > Communication & Journalism > Communications

Customer Reviews

I've purchased previous editions of this book for the advertising library in which I work, and it has always been a drawback that all illustrations are in B&W. Color is a critical factor in creative execution and I hope future editions include color ads.

This book was a requirement for a graduate level course I took this year. I'm disappointed with the simplicity of the book and found it a bit too basic compared to other texts I've been assigned in the past. The information in the book was okay but there simply wasn't much material that I could take away and use immediately in my career.

I regret not having read the reviews before buying this book. It is expensive for such Quality of print, I thought it was coming with hard cover, I'm pretty upset. The real price of this book is among 50 -

80 bucks, no more.

Book was used and listed in very good condition, however there is moisture damage to the pages and the spine is broken down as well as the back of the book being taped in places. It meets my needs, but not as described.

Good

[Download to continue reading...](#)

Advertising Creative: Strategy, Copy, and Design Creative Strategy in Advertising Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Social Media Strategy: Marketing and Advertising in the Consumer Revolution The Creative Process Illustrated: How Advertising's Big Ideas Are Born Advertising by Design: Generating and Designing Creative Ideas Across Media Complete GMAT Strategy Guide Set (Manhattan Prep GMAT Strategy Guides) Manhattan GMAT Set of 8 Strategy Guides, Fourth Edition (Manhattan GMAT Strategy Guides) Manhattan Prep GRE Set of 8 Strategy Guides, 3rd Edition (Instructional Guide/Strategy Guide) LSAT Logical Reasoning: Strategy Guide + Online Tracker (Manhattan Prep LSAT Strategy Guides) MCAT Psychology and Sociology: Strategy and Practice (MCAT Strategy and Practice) Manhattan Prep GRE Set of 8 Strategy Guides (Manhattan Prep GRE Strategy Guides) Manhattan GMAT Complete Strategy Guide Set, 5th Edition [Pack of 10] (Manhattan Gmat Strategy Guides: Instructional Guide) GMAT Quantitative Strategy Guide Set (Manhattan Prep GMAT Strategy Guides) GRE Algebra Strategy Guide (Manhattan Prep GRE Strategy Guides) LSAT Logic Games: Strategy Guide + Online Tracker (Manhattan Prep LSAT Strategy Guides) GMAT Verbal Strategy Guide Set (Manhattan Prep GMAT Strategy Guides) GMAT Algebra Strategy Guide (Manhattan Prep GMAT Strategy Guides) The Simple Strategy - A Powerful Day Trading Strategy For Trading Futures, Stocks, ETFs and Forex

[Dmca](#)