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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

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Customer Reviews

Bonnie L. Drewniany is sequence chair for Advertising and Public Relations as well as an associate professor in the College of Journalism and Mass Communications, University of South Carolina, Columbia. She has an MBA from Rutgers University with a concentration in marketing, and a BS from Syracuse University, with a concentration in Mass Communications. A. Jerome Jewler is a distinguished professor emeritus in the school of Journalism and Mass Communications, University of South Carolina, Columbia. He is a graduate of the University of Maryland with a BS in Journalism and an MA in American Civilization. He received the 2000 Distinguished Advertising Educator Award presented by the American Advertising Federation.

Easy to read and I enjoyed reading it. I has short chapters which are quick to read before a class. The only issue is that the book is in black and white.

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.

Good information for anyone who has a passion for the advertising or marketing profession.

Quality was good

Good

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.

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.

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.

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