Advertising Concept Book

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Advertising Concept Book
The Advertising Concept Book by Pete Barry is the bestselling guide to creative ideas, strategies and campaigns – for students and professionals.

'The Advertising Concept Book' by Pete Barry
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The Advertising Concept Book: Think Now, Design Later ...
Overview In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this book is dedicated to the first and most important lesson: concept.

The Advertising Concept Book - Thames & Hudson | Beautiful ...
Pete Barry, who worked at Ogilvy London and now teaches in New York, goes straight to the basics: work out what you want to say, who you are saying it to, and how you want to say it. No amount of glossy presentation will make a successful ad if the idea behind it is unconvincing. Structured to provide both a complete course on advertising and a

The Advertising Concept Book
The Brand Gap is a book that clearly lays down the law and cuts out all of the marketing BS that several clients and advertisers believe just alike. It shows that what your brand represents is not what you believe or put in your advertising campaign.

20 Must Read Marketing & Advertising Books - Ross Simmonds
The Advertising Concept Book is more like style: It's timeless. This book explains the thought process behind advertising that works. Parts of the text are dry, but that's OK. It's a textbook, not a glossy annual.

Advertising Concept Book: PETE BARRY: 9780500518984 ...

The Advertising Concept Book will help you build a portfolio book and show you the proper ways to think in advertising. A must for young and veteran advertisers alike. If you enjoyed this, you should also check out "Hey Whipple Squeeze This".

Advertising Concept Book (Second Edition ... - amazon.com

'Creative Advertising,' is one of the few books that teach how to come up with concepts that will get you The Big Idea, something that's worthy of a full-blown Ad Campaign, rather than just a one-shot Ad. I would recommend this book to anyone because it teaches you the art of brainstorming to solve a problem in a way that's never been done.

The Advertising Concept Book Paperback – July 21, 2008

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That's why this book is dedicated to the first and most important lesson: concept. Structured to provide both a complete course on advertising and a quick reference on specific industry topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media.

The Advertising Concept Book: Think Now, Design Later ...

Marketing Management Book. Below is the list of marketing management book recommended by the top university in India. Roger Best, Market-Based Management: Strategies for Growing Customer Value and Profitability, 4th Ed. Pearson, 2005. Philip Kotler & Gary Armstrong Principles of Marketing Prentice Hall of India 2007

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List of references 281 Caywood, C., Schultz, D.E. & Wang, G.P. 1991. Integrated marketing communications: A survey of national customer goods advertising.

List of references - University of Pretoria

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The classic guide to creative ideas, strategies, and campaigns in advertising, now in a revised and updated third edition In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this book is dedicated to the first and most important lesson: concept. Structured to provide both a complete course on advertising and a quick reference on specific industry topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media. This edition has been updated to include expanded chapters on interactive advertising and integrative advertising, a new chapter on branded social media, and fifty specially drawn new roughs of key campaigns. Pete Barry outlines simple but fundamental rules about how to "push" an ad to turn it into something exceptional, while exercises throughout help readers assess their own work and that of others. Fifty years' worth of international, award-winning ad campaigns—in the form of over 450 "roughs" specially produced by the author, fifty of which are new to this edition—also reinforce the book's core lesson: that a great idea will last forever.

Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides dont, the book can help anyone produce better advertising. This new edition features a thoroughly revised and updated chapter on interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging, practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.' Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College

A former advertising designer at Ogilvy London counsels advertising professionals on how to make a successful ad by focusing on its basic messages rather than its special effects, in a guide that covers such topics as copywriting, media strategies, and the qualities of the industry's most successful campaigns. Original.

Here is a systematically presented course on everything anyone needs to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides dont, The Advertising Concept Book can help anyone produce better advertising.

A former advertising designer at Ogilvy London counsels advertising professionals on how to make a successful ad by focusing on its basic messages rather than its special effects, in a guide that covers such topics as copywriting, media strategies, and the qualities of the industry's most successful campaigns. Original.

A time-tested text, George Felton? Advertising: Concept and Copy, Second Edition, is an innovative approach to advertising creativity. It covers the entire conceptual process, from developing smart strategy to executing it with strong ads?rom what to say to how to say it. Part 1, Strategies, operates on the premise that the idea beneath an ad? surface determines its success. This first section shows how to research products, understand consumer behavior, analyze audiences, and navigate marketplace realities, then how to write creative briefs that focus this strategic analysis into specific advertising objectives. Part 2, Executions, explains how to put strategies into play. It discusses the tools at a copywriter? command, from the elements of print advertising?eadlines, visuals, body copy?o the wide variety of media and advertising genres available to advertisers. But creating great executions is never easy. So Part 3, the Toolbox, gives advice about how to think creatively, then presents an array of problem-solving tools, a series of techniques that advertisers have used repeatedly to produce exceptional work. In brief, this book shows how to find strong selling ideas, then how to express them in fresh, memorable, persuasive ways. Over 200 ads, many in color, demonstrate the strong thinking and writing that underlie the best advertising. This Second Edition features new sections on guerrilla advertising, interactive media, international and multicultural advertising, and postmodern advertising, as well as more material on the art of headlines, theme lines, slogans, and naming. Advertising: Concept and Copy is the most comprehensive text in its field, combining substantial discussion of both strategy and technique with an emphasis on the craft of writing not found elsewhere. It is truly a writer's copywriting text.

This text analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building and maintaining strong brands - the lifeblood of any long-term marketing campaign. Recommendations for developing better advertising are included.

This is a completely rewritten and updated version of one of the true classic books in the field of marketing and advertising. What's in a Name? Advertising and the Concept of Brands analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building, and maintaining strong brands - the lifeblood of any long-term marketing campaign. The work is empirically based and is supported by the best research from both the professional and academic fields. The authors describe the birth and maturity of brands and dissect the patterns of consumer purchasing of repeat-purchase goods. In addition to all new research findings and examples, this new edition of What's in a Name? includes first time coverage of the short-term, medium-term, and long-term effects of advertising on sales of brands. The book concludes with new recommendations on how to develop and disseminate better advertising.

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

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