

## 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.

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'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.

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The Advertising Concept Book - Thames & Hudson | Beautiful

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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

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## 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.

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## 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.

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## 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".

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

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'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.

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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.

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?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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Book ...

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

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List of references - University of Pretoria

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