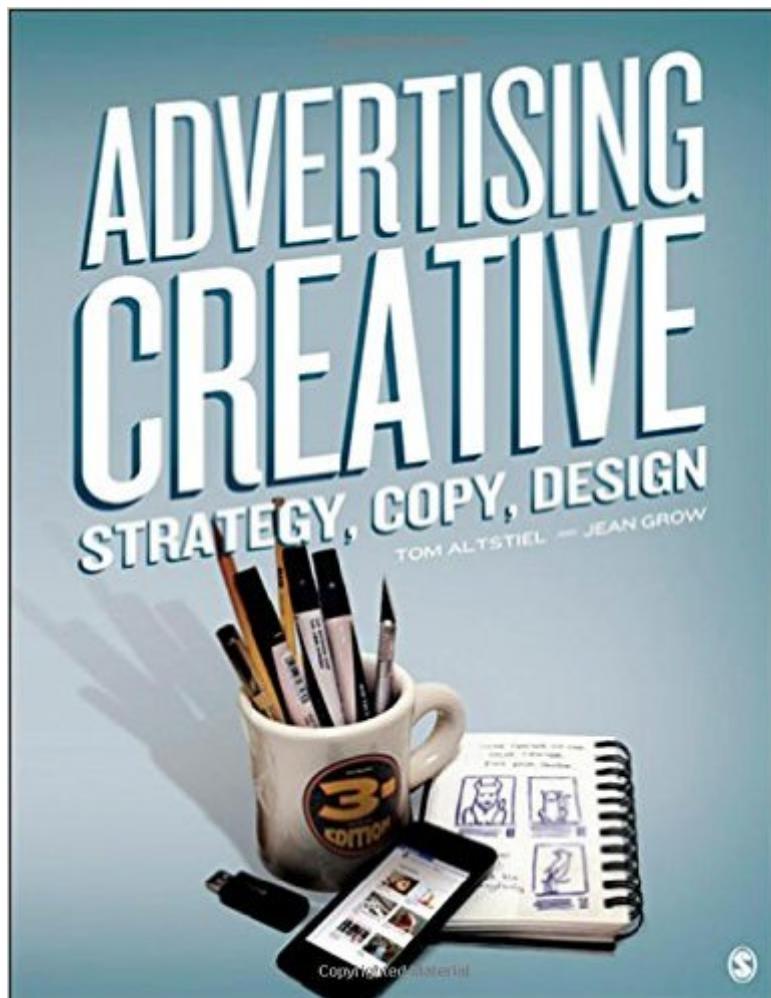


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# Advertising Creative: Strategy, Copy, And Design



## Synopsis

Written in an accessible style, Advertising Creative has become a key resource on the most recent trends of strategy, concepts, design, and integration of media and technology. The Third Edition gets right to the point of advertising by stressing key principles, illustrating them, and then providing practical information students and working professionals can use. Drawing on their own personal experience as award-winning experts in the creative advertising field, Tom Altstiel and Jean Grow offer a unique blend of real world and academic perspectives as they examine relevant and cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. Indeed, this hands-on textbook takes you well beyond traditional media topics, offering engaging examples and case histories on hot issues such as digital technology and tools, diversity, and an ever-expanding global marketplace. In the new edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their insightful discoveries reveal how brands now cut across geographic and cultural boundaries with lightning speed, and how the interplay of technology and culture, both local and global, is fast creating a marketplace that knows no boundaries. However, as cultural, geographic, and economic boundaries shift under our feet, the most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

**KEY FEATURES** Added chapters on Global Advertising and Social Media as well as expanded coverage of digital media reflect the rapidly changing advertising industry. Updated throughout with new illustrations and timely examples. "Survival Guide" chapter offers practical advice on how to land a job in the advertising business • and advance • illustrated with student portfolio examples. Dynamic four-color design throughout showcases vivid sample ads to clearly illustrate advertising strategies and trends. Engaging end-of-chapter exercises encourage creative thinking. Insightful stories from seasoned advertising creative professionals and rising stars provide an inspiring picture of the industry.

## Book Information

Paperback: 448 pages

Publisher: SAGE Publications, Inc; 3 edition (November 9, 2012)

Language: English

ISBN-10: 1452203636

ISBN-13: 978-1452203638

Product Dimensions: 0.8 x 8.2 x 10.5 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #168,509 in Books (See Top 100 in Books) #251 in Books > Textbooks > Communication & Journalism > Communications #300 in Books > Business & Money > Marketing & Sales > Advertising #470 in Books > Reference > Words, Language & Grammar > Communication

## Customer Reviews

My appreciation is beyond words. It is so well organised and written with plenty of wise sayings, interesting cases and charming pictures. I am obliged to recommend this to all marketers though this is in fact an advertising textbook. In short, a must read. Highly recommended!p.s. Below please find some of my favorite sayings and passages for your reference. Properly practiced creativity can make one ad do the work of ten. - Bill Bernbach Our best work always began with a marketing solution, not a creative solution. The ads flowed from the strategy, not the strategy from the ads. - Jay Chiat The people who are crazy enough to think they can change the world are the ones who do. - Apple's Think Different Campaign Creativity without strategy is art. Creativity with strategy is advertising. - Jef Richards Our task is to read things that are not yet on the page. - Steve Jobs A core belief is that if you want to create anything new, you must always look outside your own work or industry for inspiration. - Simon Mainwaring Marketing executives rely too much on research, and they use it as a drunkard uses a lamp post for support, rather than for illumination. - David Ogilvy Tiffany's blue box is a slogan without words. - Seth Godin Rather than focus on being creative, I focus on challenging assumptions and asking the right questions. - Glenn Cole The other thing is we don't believe in digital marketing. We believe in marketing in a digital world. - Clive Sirkin If a picture is worth a thousand words, a metaphor is worth a thousand pictures. - Daniel Pink There is no such thing as long copy. There is only too long copy. And that can be two words if they are not the right two words.

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