



Advertising Concept Book (Second Edition)

Pete Barry

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In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this dedicated to the first and most important lesson: concept.

Structured to provide both a complete course on advertising and a quick reference on particular 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 includes a substantially revised and expanded chapter on interactive advertising.

Pete Barry outlines simple but fundamental rules about how to "push" an ad to turn it into something exceptional, while exercises throughout will 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.

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