

Cutting edge advertising : how to create the world's best print for brands in the 21st century

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Abstrak

"This is the first step-by-step guide to creating cutting edge print ads, covering everything from how advertising works, how brand-building methodologies are changing, how to get an idea, and how copy and art should be crafted." "It demystifies the advertising creative process, with page after page of practical, inspiring and often controversial advice from such masters as David Abbott, Bob Barrie, Nick Cohen, Tim Delaney, Neil French, Gary Goldsmith, John Hegarty, Lionel Hunt, Bob Isherwood, Bill Oberlander, Indra Sinha, and dozens more." "Over 200 print ads and case histories reveal the creative processes at work in Abbott Mead Vickers, Bartle Bogle Hegarty, Fallon McElligott, Goodby Silverstein, Howell Henry Chaldecott Lury, Leagas Delaney, Mad Dogs & Englishmen, Saatchi & Saatchi, and other world famous agencies in the US, UK, Asia and Australia."--BOOK JACKET.