

Creative strategy in advertising

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20481646&lokasi=lokal>

Abstrak

This book provides everything students need to be successful as advertising professionals in today's fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text moves through the creative process step by step.