

**The advertising concept book : think now, design later : a complete guide to creative ideas, strategies and campaigns / Pete Barry.**

Barry, Pete (Pete S.)

Deskripsi Dokumen: <http://lib.ui.ac.id/opac/themes/libri2/detail.jsp?id=20397977&lokasi=lokal>

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**Abstrak**

Basic tools -- The strategy -- Print -- The campaign -- The tagline -- Generating strategies and ideas -- TV -- Ambient -- Interactive -- Copy -- Radio -- Integrated -- Execution -- Presenting and selling your work -- The student book -- Conclusio