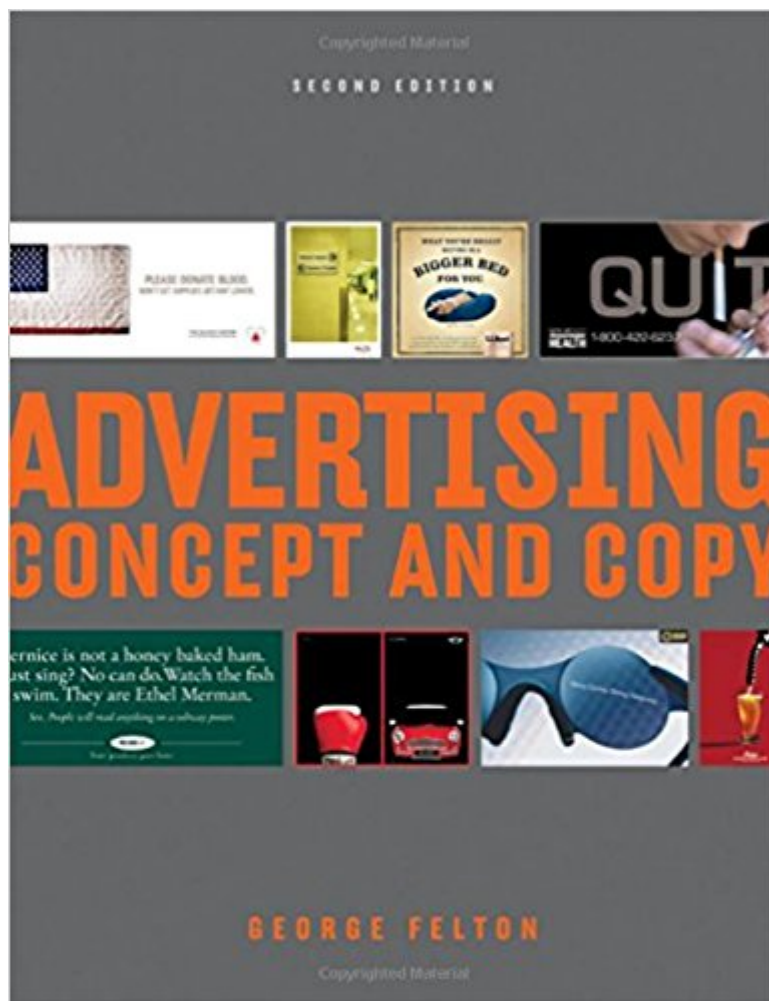


The book was found

Advertising: Concept And Copy (Second Edition)



Synopsis

How to find the ideas that make for great ads and deliver them in fresh, memorable, persuasive ways. Ideas are what make advertising great, but they're elusive, which is why great ads are so rare. Advertising: Concept and Copy covers the conceptual process, from developing smart strategy to executing it with strong, distinctive copy. Over two hundred ads, many in color, demonstrate the strong thinking and writing that underlie the best advertising. 45 color, 180 black & white

Book Information

Paperback: 256 pages

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Product Dimensions: 8.6 x 0.7 x 11 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.5 out of 5 stars 17 customer reviews

Best Sellers Rank: #343,227 in Books (See Top 100 in Books) #66 in [Books > Arts &](#)

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Customer Reviews

“Comprehensive.... A thorough and informative study.” - Adbrands.net
“The crisp writing style and attractive layout and photography make this book as appealing as the ads it describes....Highly recommended.” - Choice

Written by an experienced teacher/award-winning freelance copywriter, this student-centered, hands-on text covers the entire process of conceptualizing and creating ads that gain attention and produce results. --This text refers to an out of print or unavailable edition of this title.

Shipped in great condition and it took less time to get here than expected. Some of the pages are bent and I found a piece of notebook paper in it with writing on it from a previous owner, but that's not a big deal. Textbook was bought at a good price and in good condition. I couldn't have asked for anything more.

I'm going to keep this forever just because it is so good, great content, and well organized. I'm not an advertising major, but I am self-employed so it provides lots of things I might not take into consideration now OR later. Great book for business people and self-employed even if you are not an advertising major.

A little older, but a great quick reference for inspiration

I rated this 5 stars because the book arrived quickly and I recommend it to college students who need Advertising: Concept and Copy, Second Edition at an affordable price.

An excellent teaching tool filled with well-chosen examples. The book is written in a direct, natural tone that is easy to understand. My only criticism is that the authors should have included a section on the the history of advertising.

Very Good Resource

I found this book very helpful. It had lots of great examples to look at as well as techniques for coming up with ads. I wish I had this book from the beginning.

This book is about advertising copy, but it is so strong and clear about writing in general that every student of writing ought to own it, study it, and memorize it.

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