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to the first and most important lesson:
concept.

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Pete Barry goes straight to the essence of how to write a great ad: work out what you want to say, who you are saying it to, and how you want to say it. Publisher: Thames & Hudson Ltd ISBN: 9780500518984 Number of pages: 320 Weight: 1330 g Dimensions: 238 x 200 x 39 mm Edition: Third edition

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Waterstones

Pete Barry, who worked at Ogilvy London and now teaches in New York, goes straight to the basics: work out what you want to say, who you are saying it to, and how you want to say it. No amount of glossy presentation will make a successful ad if the idea behind it is unconvincing. Structured to provide both a complete course on advertising and a quick reference on particular topics, the book covers every aspect of the business, from how to write copy and choose a typeface to how agencies work ...

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The Advertising Concept Book by Pete Barry

This edition features substantially revised and expanded chapters on both interactive and integrated advertising, plus an entirely new chapter on branded social media. 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.

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(Third).

The Advertising Concept Book: Think Now, Design Later ...

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Advertising Concept Book (Second Edition):

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The Advertising Concept Book Summary The Advertising Concept Book: Think Now, Design Later by Pete Barry Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive.

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The Advertising Concept Book : Think Now, Design Later. 4.31 (641 ratings by Goodreads) Paperback. English. By (author) Pete Barry. Share. Also available in. Hardback US\$36.71. In creative advertising, no amount of glossy presentation will improve a bad idea.

The Advertising Concept Book : Pete Barry : 9780500292679

Pete Barry began his career as an art director in London. He works as a copywriter in New York and teaches Advertising Design at Syracuse University. His most recent awards include a Gold Clio and an AIGA, and he was

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winner of the Pentagon Memorial Competition.
--This text refers to the paperback edition.

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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 500 roughs specially sketched by the author also reinforce the books core lesson: that a great idea will

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