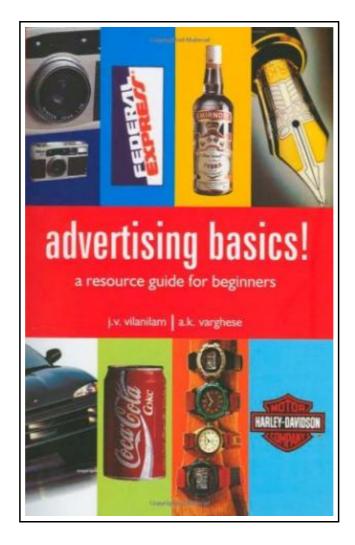
## Advertising Basics!: A Resource Guide for Beginners



Filesize: 4.09 MB

### Reviews

This published publication is fantastic. it had been writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Junius Herman)

### ADVERTISING BASICS!: A RESOURCE GUIDE FOR BEGINNERS



Sage Publications, New Delhi, India, 2004. Paperback. Book Condition: New. Dust Jacket Condition: New. First Edition. Advertising Basics! is a one-stop resource for anyone who wishes to understand and unravel the exciting world of advertising. Beginning from the basics, the book uses a simple commonsense approach to explain everything one wants to know about advertising and how the industry works on a daily basis. The book begins with a brief history which gives the reader an understanding of how advertising has evolved from the way it was practiced earlier in the teeming bazaars to its sophisticated and technologically advanced avatar today. The authors then discuss each aspect of the advertising industry in detail, giving pointers, suggestions and in-depth analysis of how things work in each department. Some of the highlights of this text are: - A holistic introduction which gives the reader a pan-industry perspective of advertising. - The nitty-gritties of copywriting for the main media-newspapers, magazines, radio, film, television and the Internet. - Detailed chapters on advertising agencies, client servicing and the creative aspects of advertising. - Pointers on how to conduct an advertising campaign. - Numerous advertisements which illustrate the theory and examples used in the book. - Tips on how to select an advertising agency and in what circumstances the agency should be changed. - A simple, approachable and anecdotal style of writing which the reader will enjoy. Printed Pages: 216. Size: 5.5" x 8.5".

- Read Advertising Basics!: A Resource Guide for Beginners Online
  - Download PDF Advertising Basics!: A Resource Guide for Beginners

### Other Books



# Talking Digital: A Parent's Guide for Teaching Kids to Share Smart and Stay Safe Online

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their...

Read Book »



#### 9787538264517 network music roar(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2003-01-01 Pages: 273 Publisher: Liaoning Education Press title: music network roar...

Read Book »



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Getting Your FREE Bonus Download this book, read it to the end and...

Read Book »



### How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter...

Read Book »



### No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Do You Have NO Friends? Are you tired of not having any...

Read Book »