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# THE SECRETS OF SUCCESSFUL CREATIVE ADVERTISING (HARDBACK)



Really Helpful Books, United States, 2008. Hardback. Book Condition: New. 231 x 163 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In this groundbreaking book, an award-winning Madison Avenue copywriter, creative director, and creative consultant reveals the secrets of successful creative advertising - the most effective style of advertising ever devised. And he provides a unique method for maximizing its power - The Creative Exploratory. Advertising professionals will discover the secrets of successful creative advertising in all...

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- Authored by Tom Attea
- Released at 2008



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