



The 7 Secrets of Creative Radio Advertising

By Tony Hertz

Panoma Press. Paperback. Book Condition: new. BRAND NEW, The 7 Secrets of Creative Radio Advertising, Tony Hertz, Why you should read this book: because it's full of wisdom, experiences, examples and entertaining stories drawn from Tony Hertz's 40 years' beyond-all reason passion for radio advertising. It includes links to 25 of the best radio spots you've ever heard. Because in today's visual/digital /online/mobile/social media/branded content consumed advertising business, radio remains a powerful and relevant way to reach millions of consumers all over the world. And Tony Hertz is uniquely qualified to give it the creative attention it deserves. Because whatever your role in the advertising process, the 7 Secrets will actually show you how to make better radio commercials. Even if 6 of them aren't actually Secrets. Because if you've ever been in one of Tony's radio workshops, seminars or presentations, this is the book you would have bought afterwards anyway! Because it will make you want to sit down and write a great radio ad!.



READ ONLINE
[2.41 MB]

Reviews

This is the best pdf i have got go through until now. It is loaded with wisdom and knowledge I discovered this publication from my i and dad encouraged this book to find out.

-- **Aryanna Sauer**

The publication is great and fantastic. I am quite late in start reading this one, but better then never. I discovered this pdf from my dad and i suggested this ebook to discover.

-- **Linnie Kling**