

The Advertising Concept Book Pete Barry

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The Advertising Concept Book Pete

In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this book is dedicated to the first and most important lesson: concept. Pete Barry outlines the fundamental tools needed to 'push' an ad into something exceptional.

The Advertising Concept Book

If all advertising followed what is written in this book, it would be a better place with less "IN YOUR FACE" advertising. It would create a world of more thought provoking and relationship based branding influence. It reminds you that advertising starts at the concept and is an art that you have to slowly build and perfect.

Advertising Concept Book: Pete Barry: 9780500518984 ...

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

The Advertising Concept Book. 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, to the different strategies used for print, TV, film, and other types of media, including interactive.

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The Advertising Concept Book: Think Now, Design Later

Details about The Advertising Concept Book: Pete Barry outlines simple but fundamental rules about how to "push" an ad to turn it into something exceptional, while exercises throughout help readers assess their own work and that of others. Fifty years' worth of international, award-winning ad campaigns--in the form of over 450 "roughs" specially...

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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. Author Pete Barry. Title The Advertising Concept Book: Think Now, Design Later.

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