



Creative Strategy in Advertising

By Bonnie L. Drewniany, A. Jerome Jewler

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CREATIVE STRATEGY IN ADVERTISING provides everything you need to be successful as an advertising professional in today's fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives you all the necessary tools to create winning advertising strategies.

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Creative Strategy in Advertising By Bonnie L. Drewniany, A. Jerome Jewler Bibliography

- Sales Rank: #193516 in Books
- Brand: Cengage Learning
- Published on: 2010-03-09
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: .60" h x 8.00" w x 9.80" l, 1.35 pounds
- Binding: Paperback
- 352 pages

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Editorial Review

About the Author

Bonnie L. Drewniany is sequence chair for Advertising and Public Relations as well as an associate professor in the College of Journalism and Mass Communications, University of South Carolina, Columbia. She has an MBA from Rutgers University with a concentration in marketing, and a BS from Syracuse University, with a concentration in Mass Communications.

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