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# The Advertising Concept Book: Think Now, Design Later (Third)



## Synopsis

The classic guide to creative ideas, strategies, and campaigns in advertising, now in a revised and updated third edition. 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. Structured to provide both a complete course on advertising and a quick reference on specific industry topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media. This edition has been updated to include expanded chapters on interactive advertising and integrative advertising, a new chapter on branded social media, and fifty specially drawn new roughs of key campaigns. 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 produced by the author, fifty of which are new to this edition also reinforce the book's core lesson: that a great idea will last forever. 450+ Illustrations

## Book Information

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## Customer Reviews

You won't find this much content and design analysis and detail in one volume anywhere else. . . . Each page is a visual treat. • CM/Content Marketing Institute

An essential introduction to the field for all students in advertising, communications, marketing, and

allied fields, and an invaluable reference for professionals. --This text refers to an out of print or unavailable edition of this title.

This the the advertising bible. 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. Thank you Pete, I see my job in a different light.

This covers it all, in a way I've never seen before. As a graduate of one of the world's best graduate programs for advertising, I couldn't help but notice a good piece of my education could have been skipped if I'd read this earlier. It's my bible; I still reference it though I work at a top agency in NYC. Gold.

I've been looking for a book about the proper way to collect and process ideas and form them into functioning campaigns for a while now. There are tons of books about the process of selling and the process of design and creating but this book covers what you want to know about the steps before all of that. Thinking about what the client wants and the best ways to approach those situations. Great book - huge fan!

Perfection. I love it, I love it, I love it. Even if you work in advertising you really want to refresh with this book. I love the illustrations too, they help keep focus on the content

The bible of advertising concepting for me. Excellent way into the process of presenting work, especially as an art director. I would buy 30 copies and distribute around my office if that wasn't crazy. Wait, maybe I will....

Love the drawings and examples and the writer is really engaging. Am learning a lot about advertising.

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Great product...thanks!

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