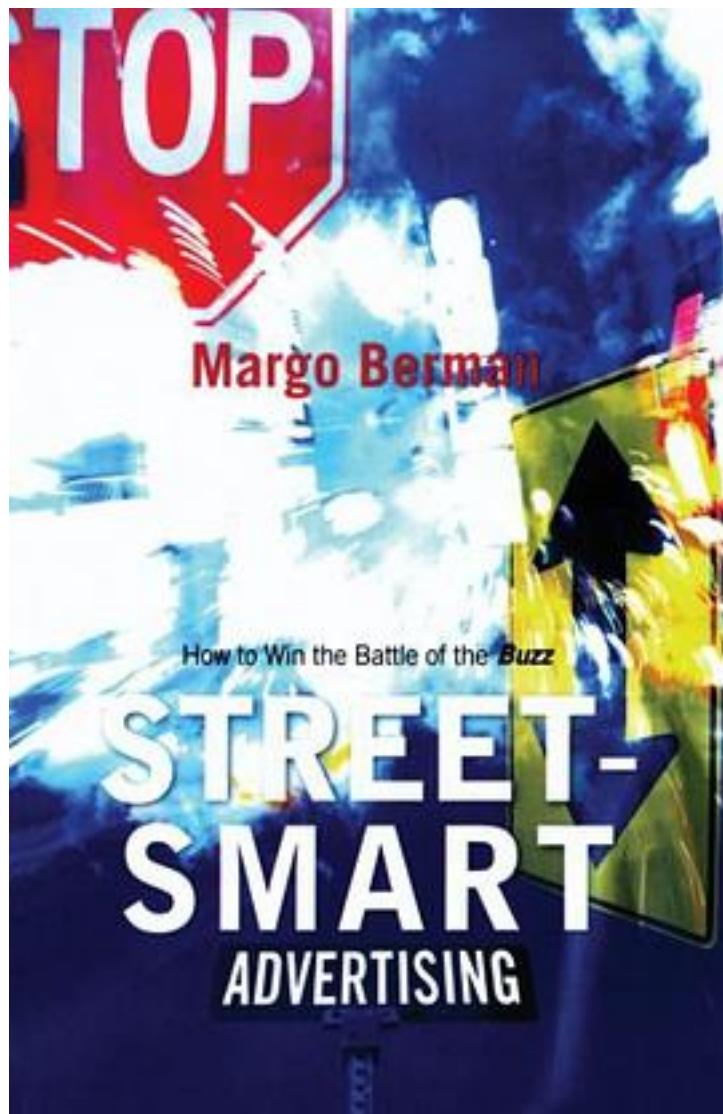


Street-Smart Advertising



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Even the most creative mind needs stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more resources it has to draw from. That's why, for instance, many creative talents in advertising keep their own clip files. Street-Smart Advertising: How to Win the Battle of the Buzz contains a plethora of examples designed to jump-start the right side of the brain. It is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, insightful quotes by giants in the advertising industry, and exercises to strengthen creative thinking. Students and practitioners alike can reference this book for fresh campaign concepts, unusual visual treatments, innovative media ideas, powerful writing techniques, brainstorming methods, and more. Street-Smart Advertising is an inviting, hands-on supplement for courses in integrated marketing campaigns, print concepts, creative strategies, and copywriting.

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