

10 Ways to Screw Up an Ad Campaign



[10 Ways to Screw Up an Ad Campaign_下载链接1](#)

著者:Cohen, Barry H.

出版者:Adams Media Corp

出版时间:2006-10

装帧:Pap

isbn:9781598690828

Advertising is critical for garnering exposure, and GBP, for a business. Yet, done incorrectly, advertising can miss the mark with the very customers a business is hoping to attract. With even modest advertising campaigns costing thousands of pounds, small businesses can't afford to make mistakes. "10 Ways to Screw Up an Ad Campaign" is a practical, no-nonsense guide to avoiding the most common pitfalls. The coverage includes: how to find the best agency or advertiser for your business; how to craft successful promotions; stretching your ad budget; and avoiding costly mistakes, and legal pitfalls. "10 Ways to Screw Up an Ad Campaign" shows readers how to out-advertise the competition, even when they can't outspend them.

作者介绍:

目录:

[10 Ways to Screw Up an Ad Campaign_ 下载链接1](#)

标签

评论

[10 Ways to Screw Up an Ad Campaign_ 下载链接1](#)

书评

[10 Ways to Screw Up an Ad Campaign_ 下载链接1](#)