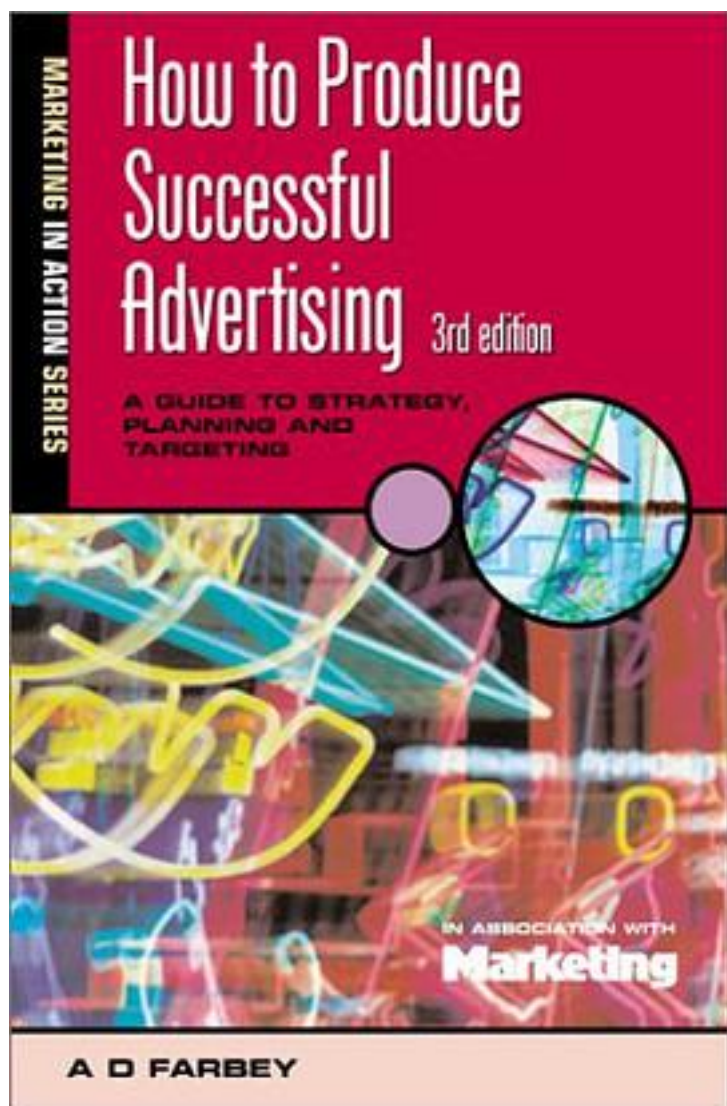


How To Produce Successful Advertising 3/E



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A comprehensive handbook that takes the reader step-by-step through the planning and implementation of a successful advertising campaign. How to Produce Successful Advertising discusses every stage of the advertising process and this fully updated third edition will also include extensive coverage of advertising on the Internet. The book divides into the following sections: strategy; developing the most effective message; planning and targeting; space buying and advertisement production; evaluation and budgeting suppliers and agencies. Complete with advice on how to make the most of any advertising budget, How to Produce Successful Advertising is aimed at those who use advertising and who require insight into the day-to-day practice of producing advertisements and planning them skillfully Part of the Marketing in Action Series.

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