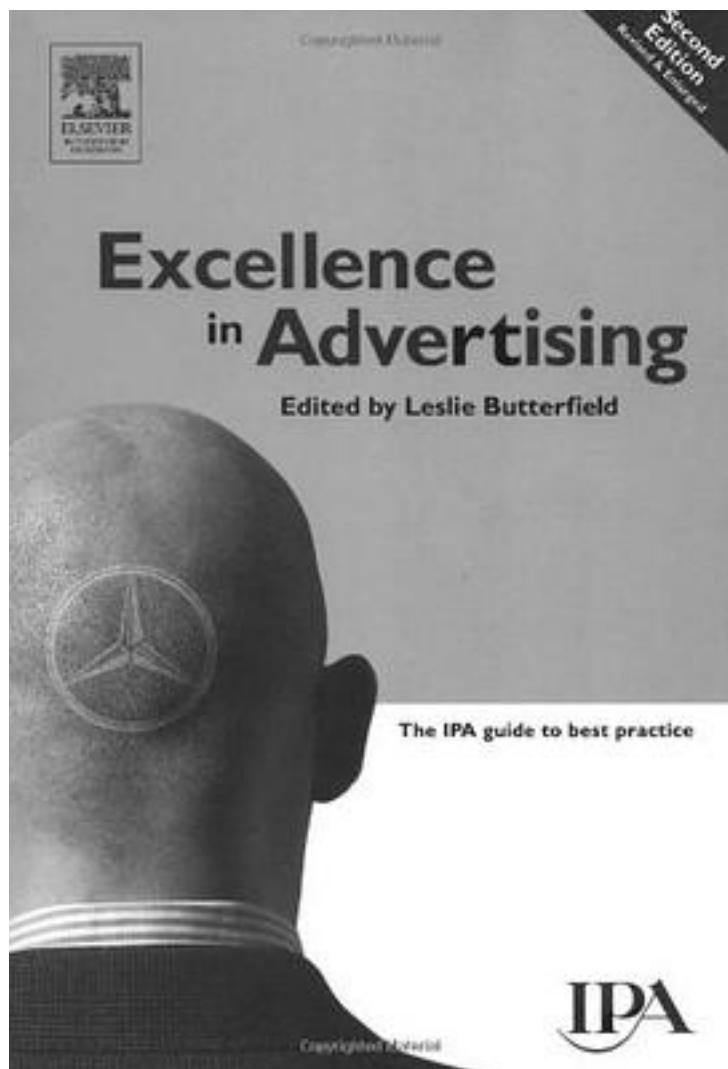


Excellence in Advertising



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著者:Leslie Butterfield

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While many books on advertising are written by those whose direct experience of the industry is either very limited or else rather distant in time, *Excellence in Advertising* has been created by a group of people who are very directly involved in the UK advertising business currently, and are at the very top of their profession.

The cast list of authors, headed by Leslie Butterfield as editor and contributor, reads like a veritable Who's Who of advertising and marketing: John Bartle, Steve Henry, Professor Peter Doyle, Paul Feldwick, Bruce Haines, Roddy Glen and so on.

Together their contributions present an authoritative view on what constitutes best practice in a wide range of key areas that are the context for the creation of effective advertising. Topics include: building successful brands; strategy development; the analysis and interpretation of qualitative research; creative briefing; managing creatives; making the most of media; the defensive role of advertising.

Combining classic thinking and practical advice, this book will be of value to those who use advertising to build brands, those who study advertising and its role and to those actively engaged in producing excellence in advertising on a daily basis.

Leslie Butterfield is Chairman and Planning Director of Butterfield Day Devito Hockney, the agency he founded in 1987. He is one of the UK advertising industry's most respected strategists, and a regular speaker at advertising conferences and seminars. He has been Chairman of the IPA's Training & Development Committee since 1989 and is a Fellow of the IPA.

Endorsed by the IPA and the CIM.

Features leading figures in the advertising business including John Bartle, Peter Doyle and Steve Henry

Book based on IPA's highly-rated training courses

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