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Pete Barry goes straight to the essence of how to write a great ad: work out what you want to say, who you are saying it to, and how you want to say it. Publisher: Thames & Hudson Ltd ISBN: 9780500518984 Number of pages: 320 Weight: 1330 g Dimensions: 238 x 200 x 39 mm Edition: Third edition

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Pete Barry, who worked at Ogilvy London and now teaches in

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New York, goes straight to the basics: work out what you want to say, who you are saying it to, and how you want to say it. No amount of glossy presentation will make a successful ad if the idea behind it is unconvincing. Structured to provide both a complete course on advertising and a quick reference on particular topics, the book covers every aspect of the business, from how to write copy and choose a typeface to how agencies work ...

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This edition features substantially revised and expanded chapters on both interactive and integrated advertising, plus an entirely new chapter on branded social media. Pete Barry outlines simple but fundamental rules about how to 'push' an

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Later (Third).

## **The Advertising Concept Book: Think Now, Design Later**

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Overview. 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 ...

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Paperback. \$21.77. The Advertising Concept Book: Think Now, Design Later (Third) Pete Barry. 4.5 out of 5 stars 168.  
Paperback. \$23.30. Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students. Ellen Lupton.

## **Advertising Concept Book (Second Edition): Barry, Pete**

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The Advertising Concept Book Summary The Advertising Concept Book: Think Now, Design Later by Pete Barry Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about

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advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive.

### **The Advertising Concept Book By Pete Barry | Used ...**

The Advertising Concept Book : Think Now, Design Later. 4.31 (641 ratings by Goodreads) Paperback. English. By (author) Pete Barry. Share. Also available in. Hardback US\$36.71. In creative advertising, no amount of glossy presentation will improve a bad idea.

### **The Advertising Concept Book : Pete Barry : 9780500292679**

Pete Barry began his career as an art director in London. He

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works as a copywriter in New York and teaches Advertising Design at Syracuse University. His most recent awards include a Gold Clio and an AIGA, and he was winner of the Pentagon Memorial Competition. --This text refers to the paperback edition.

## **The Advertising Concept Book: Think Now, Design Later**

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Pete Barry outlines simple but fundamental rules about how to push an ad to turn it into something exceptional, while exercises throughout will help readers assess their own work and that of others. Fifty years worth of international, award-winning ad campaigns in the form of over 500 roughs specially sketched by the author also reinforce the books core

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lesson: that a great idea will last forever.

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Find many great new & used options and get the best deals for The Advertising Concept Book: Think Now, Design Later by Pete Barry (Hardback, 2012) at the best online prices at eBay!

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

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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

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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.

Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides don't, the book can help anyone produce better advertising. This new edition features a thoroughly revised and updated chapter on



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interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging, practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.' Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College

A former advertising designer at Ogilvy London counsels advertising professionals on how to make a successful ad by focusing on its basic messages rather than its special effects, in a guide that covers such topics as copywriting, media strategies, and the qualities of the industry's most successful campaigns. Original.

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Here is a systematically presented course on everything anyone needs to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides dont, The Advertising Concept Book can help anyone produce better advertising.

A former advertising designer at Ogilvy London counsels advertising professionals on how to make a successful ad by focusing on its basic messages rather than its special effects, in a guide that covers such topics as copywriting, media

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strategies, and the qualities of the industry's most successful campaigns. Original.

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still

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king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

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You love advertising, so much so that you're thinking about starting a career in it. But aside from creative directors who think up the ideas for ads, who does what at an ad agency? Idea Industry: How to Crack the Advertising Career Codes is the first book that breaks it all down and explains what everyone does, which job might be the right fit for you and how you can get that job. We cover the major areas in six straightforward chapters-creative, production, account management, account planning, media and digital media. Through interviews with people working at the best agencies and first person accounts, this book explains what you can expect and what you'll need to know before you even start looking for that dream job. With four-color photos throughout,

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Idea Industry promises to be the best career guide for anyone interested in the advertising industry.

Advertising Creative is the first “postdigital” creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a

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deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

Time to create ideas - The Kickstart catalogue - Wit an humour in the copy - Creative techniques - Vizualization - Interviews and resources.

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