

# The Advertising Concept Book Think Now Design Later Third

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## BOOK DETAILS

- Author : Pete Barry
- Pages : 296 Pages
- Publisher : Thames & Hudson
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- ISBN : 0500292671



## BOOK SYNOPSIS

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 don't, The Advertising Concept Book can help anyone produce better advertising.

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