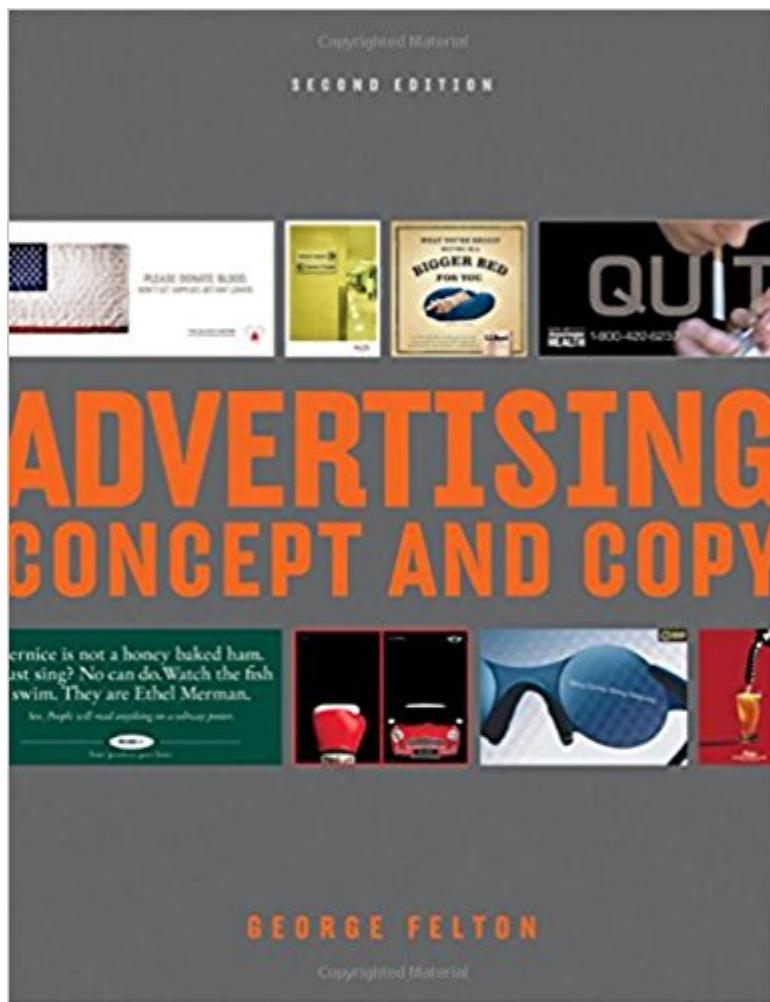


The book was found

# Advertising: Concept And Copy (Second Edition)



## **Synopsis**

How to find the ideas that make for great ads and deliver them in fresh, memorable, persuasive ways. Ideas are what make advertising great, but they're elusive, which is why great ads are so rare. Advertising: Concept and Copy covers the conceptual process, from developing smart strategy to executing it with strong, distinctive copy. Over two hundred ads, many in color, demonstrate the strong thinking and writing that underlie the best advertising. 45 color, 180 black & white

## **Book Information**

Paperback: 256 pages

Publisher: W. W. Norton & Company; 2 edition (April 17, 2006)

Language: English

ISBN-10: 0393731596

ISBN-13: 978-0393731590

Product Dimensions: 8.6 x 0.7 x 11 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.5 out of 5 stars 17 customer reviews

Best Sellers Rank: #343,227 in Books (See Top 100 in Books) #66 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #711 in Books > Business & Money > Marketing & Sales > Advertising

## **Customer Reviews**

Ã¢ "Comprehensive.... A thorough and informative study.Ã¢ - Adbrands.netÃ¢ "The crisp writing style and attractive layout and photography make this book as appealing as the ads it describes...Highly recommended.Ã¢ - Choice

Written by an experienced teacher/award-winning freelance copywriter, this student-centered, hands-on text covers the entire process of conceptualizing and creating ads that gain attention and produce results. --This text refers to an out of print or unavailable edition of this title.

Shipped in great condition and it took less time to get here than expected. Some of the pages are bent and I found a piece of notebook paper in it with writing on it from a previous owner, but that's not a big deal. Textbook was bought at a good price and in good condition. I couldn't have asked for anything more.

I'm going to keep this forever just because it is so good, great content, and well organized. I'm not an advertising major, but I am self-employed so it provides lots of things I might not take into consideration now OR later. Great book for business people and self-employed even if you are not an advertising major.

A little older, but a great quick reference for inspiration

I rated this 5 stars because the book arrived quickly and I recommend it to college students who need Advertising: Concept and Copy, Second Edition at an affordable price.

An excellent teaching tool filled with well-chosen examples. The book is written in a direct, natural tone that is easy to understand. My only criticism is that the authors should have included a section on the history of advertising.

Very Good Resource

I found this book very helpful. It had lots of great examples to look at as well as techniques for coming up with ads. I wish I had this book from the beginning.

This book is about advertising copy, but it is so strong and clear about writing in general that every student of writing ought to own it, study it, and memorize it.

[Download to continue reading...](#)

Advertising: Concept and Copy (Second Edition) Advertising: Concept and Copy (Third Edition)  
Advertising Creative: Strategy, Copy, and Design Copy Paste: How Advertising Recycles Ideas The Condominium Concept (Condominium Concept: A Practical Guide for Officers, Owners, &) Chemistry for the IB MYP 4 & 5: By Concept (MYP By Concept) The Advertising Concept Book: Think Now, Design Later (Third) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies The Subversive Copy Editor, Second Edition: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and ... Guides to Writing, Editing, and Publishing) The Subversive Copy Editor,

Second Edition: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself) ... Guides to Writing, Editing, and Publishing) Student Bible Dictionary--Expanded and Updated Edition: The 750,000 Copy Bestseller Made Even Better--Helping You Understand the Words, People, Places, and Events of Scripture The Laws and Liberties of Massachusetts: Reprinted from the Unique Copy of the 1648 Edition in the Henry E. Huntington Library The Adventures of Tom Sawyer and Huckleberry Finn (1000 Copy Limited Edition) Quick Start Guide to Writing Red Hot Copy-2nd Edition Emtb 7e Limited Edition Instructor's Copy The Mosaic Idea Book: More Than 100 Designs To Copy and Create Figure Poses for Fashion Illustrators: Scan, Trace, Copy: 250 Templates for Professional Results. Includes a CD-ROM with over 250 copyright-free images.

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)