



The book was found

The Advertising Concept Book: Think Now, Design Later (Third)



Synopsis

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 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 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. 450+ Illustrations

Book Information

Paperback: 296 pages

Publisher: Thames & Hudson; Third edition (July 26, 2016)

Language: English

ISBN-10: 0500292671

ISBN-13: 978-0500292679

Product Dimensions: 8 x 1.3 x 9.5 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 52 customer reviews

Best Sellers Rank: #12,331 in Books (See Top 100 in Books) #1 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #28 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

You won't find this much content and design analysis and detail in one volume anywhere else. . . . Each page is a visual treat. — CM/Content Marketing Institute

An essential introduction to the field for all students in advertising, communications, marketing, and allied fields, and an invaluable reference for professionals. --This text refers to an out of print or

unavailable edition of this title.

This the the advertising bible. If all advertising followed what is written in this book, it would be a better place with less "IN YOUR FACE" advertising. It would create a world of more thought provoking and relationship based branding influence. It reminds you that advertising starts at the concept and is an art that you have to slowly build and perfect. Thank you Pete, I see my job in a different light.

This covers it all, in a way I've never seen before. As a graduate of one of the world's best graduate programs for advertising, I couldn't help but notice a good piece of my education could have been skipped if I'd read this earlier. It's my bible; I still reference it though I work at a top agency in NYC. Gold.

I've been looking for a book about the proper way to collect and process ideas and form them into functioning campaigns for a while now. There are tons of books about the process of selling and the process of design and creating but this book covers what you want to know about the steps before all of that. Thinking about what the client wants and the best ways to approach those situations. Great book - huge fan!

Perfection. I love it, I love it, I love it. Even if you work in advertising you really want to refresh with this book. I love the illustrations too, they help keep focus on the content

The bible of advertising concepting for me. Excellent way into the process of presenting work, especially as an art director. I would buy 30 copies and distribute around my office if that wasn't crazy. Wait, maybe I will....

Love the drawings and examples and the writer is really engaging. Am learning a lot about advertising.

I've been looking for a book about the proper way to collect and process ideas and form them into functioning campaigns for a while now. There are tons of books about the process of selling and the process of design and creating but this book covers what you want to know about the steps before all of that. Thinking about what the client wants and the best ways to approach those situations.

Great book - huge fan!

Great product...thanks!

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

The Advertising Concept Book: Think Now, Design Later (Third) The Truth About Your Future: The Money Guide You Need Now, Later, and Much Later Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! Advertising: Concept and Copy (Third Edition) Sketch Now, Think Later: Jump Right into Sketching with Limited Time, Tools, and Techniques Third Eye: Third Eye Activation Mastery, Easy And Simple Guide To Activating Your Third Eye Within 24 Hours (Third Eye Awakening, Pineal Gland Activation, Opening the Third Eye) The Condominium Concept (Condominium Concept: A Practical Guide for Officers, Owners, &) Chemistry for the IB MYP 4 & 5: By Concept (MYP By Concept) Do You Think What You Think You Think?: The Ultimate Philosophical Handbook Advertising: Concept and Copy (Second Edition) Graphis Advertising 98 (Graphis Advertising Annual) 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 Living in The Now in Easy Steps (Understanding Eckhart Tolle, Dalai Lama, Krishnamurti, Meister Eckhart and more!): 7 Lessons & Exercises to Stop Your ... Live in the Now (The Secret of Now Book 1) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) The Little Black Book of Social Security Secrets, Couples Ages 62-70: Act Now, Retire Secure Later Smile Now, Cry Later: Guns, Gangs, and Tattoos-My Life in Black and Gray Electronic Media: Then, Now, and Later Pick Me Up: A Pep Talk for Now and Later Letters to My Daughter: Write Now. Read Later. Treasure Forever.

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)