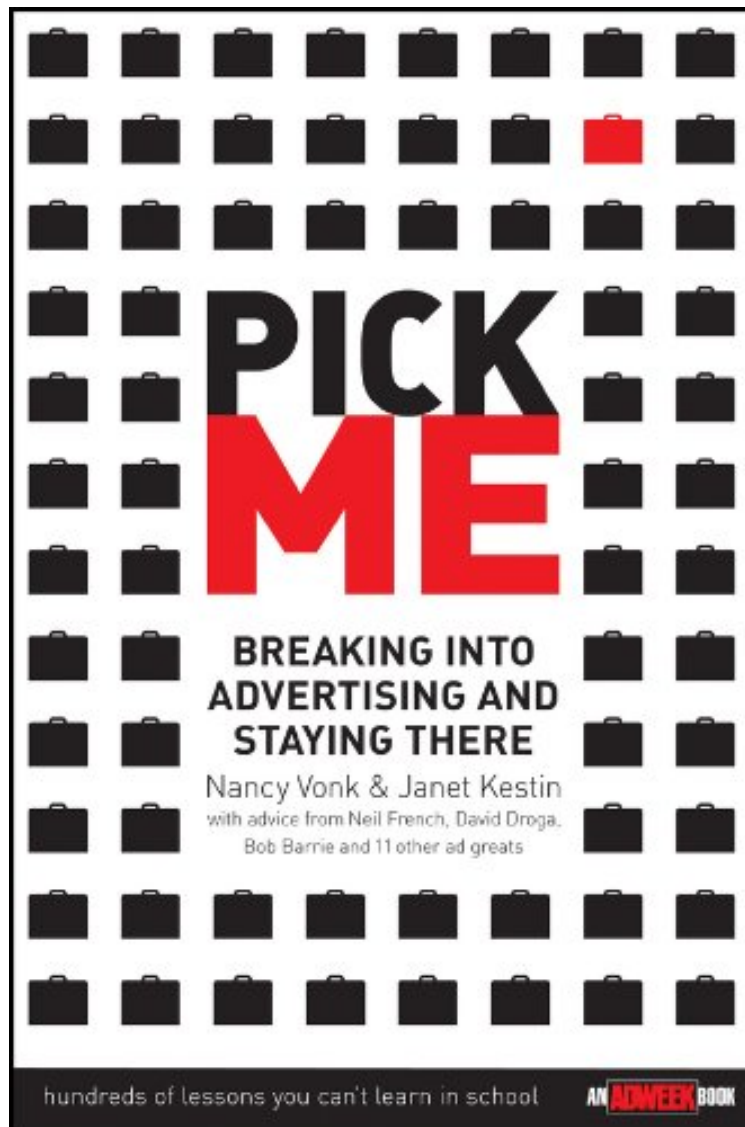


Pick Me: Breaking Into Advertising and Staying There

Nancy Vonk, Janet Kestin

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0 of 0 people found the following review helpful. really nice book for beginnersBy poojadsrLearn from the Art Director how a newbie can enter the world of advertising, definitely not easy but this book answers some questions that obviously bother everyone wanting to enter the world of advertising. I found these questions are never answered in colleges but could definitely come out the minds of people who have already broke in. This is not a typical book on

advertising but definitely shows you what lies inside. I recommend this to all those who want to know what gets people excited about advertising and juniors who want to get into the field and have no idea, what they should do. Those who want to learn advertising..a word of caution that it is not the book to learn advertising0 of 0 people found the following review helpful. I ended up not having to read it but it was a nice looking bookBy Customerit's a book. I needed it for school. I ended up not having to read it but it was a nice looking book.0 of 0 people found the following review helpful. Great book for wanna be creativesBy Thom PulliamThis book has great advice specific to those who want to be an advertising creative. I'm looking to get into planning, but this book also has advice pertinent to any career in advertising. For instance, get your first job at the best agency you can, it will set the pace for your career. Also, don't be shy to leave an agency once you stop growing and learning. The one downside of the book is that there isn't much value to it considering 90% of the advice can be found for free at [...]

Advertising is a fantastic industry, but actually getting a job (or even your foot in the door) can seem next to impossible. Whether you're a student or a young professional loaded with questions, this one-of-a-kind guide shows you how to land a job and how to thrive once you're in and the pressure is on. Authors Nancy Vonk and Janet Kestin are seasoned creative directors and longtime creative partners. In *Pick Me*, these industry leaders answer your toughest ad career questions, like: Is advertising right for me? How do I build a killer portfolio? How do I get an interview with the elusive creative director? Should I accept an unpaid internship? How do I find the right partner? How do I beat creative block? How do I avoid burnout? Plus, fourteen industry superstars share their insights and explain how they broke into the business. You'll hear from Bob Barrie, Rick Boyko, David Droga, Mark Fenske, Neil French, Sally Hogshead, Mike Hughes, Shane Hutton, Brian Millar, Tom Monahan, Chuck Porter, Bob Scarpelli, Chris Staples, and Lorraine Tao. Forget the cliché; this is advertising as it really is. If you're hell-bent on making it, this informative guide will put you on track for a career in one of the most exciting businesses on the planet.

From the Back CoverAdvertising is a fantastic industry, but actually getting a job (or even your foot in the door) can seem next to impossible. Whether you're a student or a young professional loaded with questions, this one-of-a-kind guide shows you how to land a job and how to thrive once you're in and the pressure is on. Authors Nancy Vonk and Janet Kestin are seasoned creative directors and longtime creative partners. In *Pick Me*, these industry leaders answer your toughest ad career questions, like: Is advertising right for me? How do I build a killer portfolio? How do I get an interview with the elusive creative director? Should I accept an unpaid internship? How do I find the right partner? How do I beat creative block? How do I avoid burnout? Plus, fourteen industry superstars share their insights and explain how they broke into the business. You'll hear from Bob Barrie, Rick Boyko, David Droga, Mark Fenske, Neil French, Sally Hogshead, Mike Hughes, Shane Hutton, Brian Millar, Tom Monahan, Chuck Porter, Bob Scarpelli, Chris Staples, and Lorraine Tao. Forget the cliché; this is advertising as it really is. If you're hell-bent on making it, this informative guide will put you on track for a career in one of the most exciting businesses on the planet.

About the AuthorNANCY VONK and JANET KESTIN are co-Chief Creative Officers at Ogilvy Mather, Toronto. They've won many industry awards, including Cannes Lions, One Show Pencils, and Clios. They've judged these shows, CA, and many others. They are also coauthors of the popular "Ask Jancy" column at ihaveanidea.org, a premier site for advertising students and young creatives.