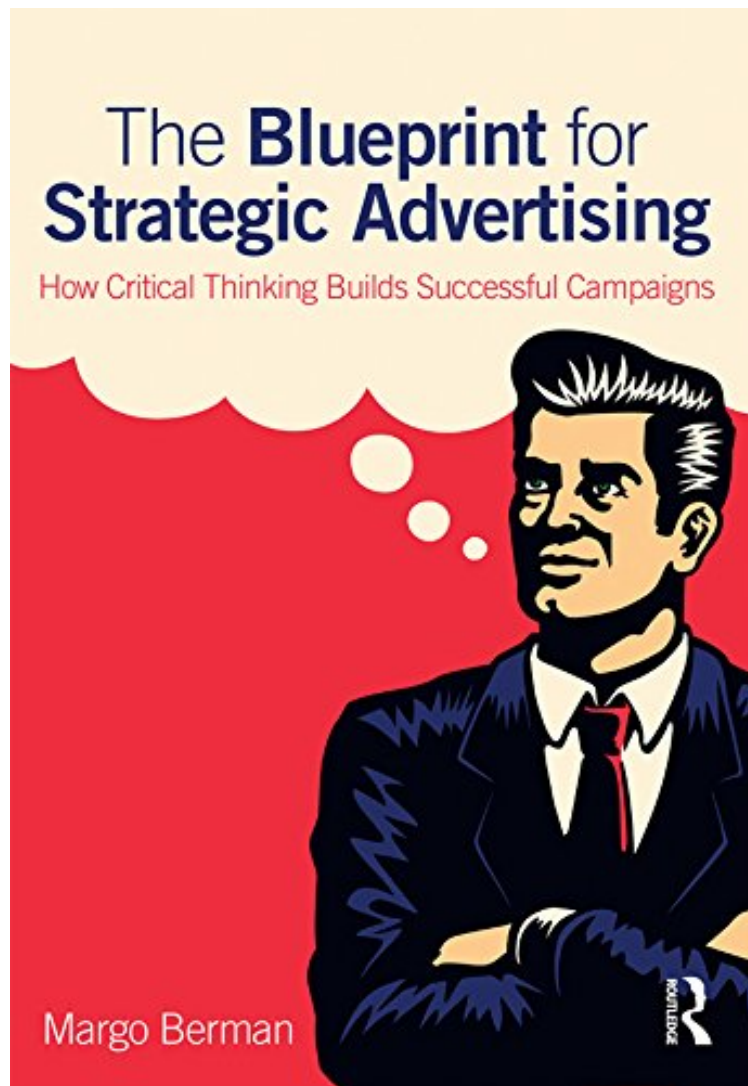


(Download free pdf) The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Campaigns

The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Campaigns

Margo Berman

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Margo Berman : The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Campaigns before purchasing it in order to gage whether or not it would be worth my time, and all praised The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Campaigns:

0 of 0 people found the following review helpful. The book you need!By CustomerLoved it! The book is broken down into chapters all based on different strategies, it is super helpful and easy to read and understand. Berman provides insightful examples, real life cases and fun doodles!0 of 0 people found the following review helpful. Five StarsBy

Monserrat Sierra Great information! If you want to learn advertising, this is the book to get. 0 of 0 people found the following review helpful. An excellent supplement for your strategic advertising needs. By Anthony "The Blueprint for Strategic Advertising" is largely written based on the author's real-world experiences. Margo Berman provides meaningful, easy-to-read text that urges her reader to think strategically about each aspect of a campaign's message. In addition, this book will enhance your thought process on what it truly means to put a campaign into motion. As an owner of many of her previous works, such as "Street-Smart" and "The Copywriter's Toolkit," I can confidently state that this book will be a fantastic source of information to anyone within the field of advertising.

The Blueprint for Strategic Advertising's step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman's compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation strategy, closing with the creation of a "blueprint" to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategies for myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.

Margo Berman's fourteenth book about advertising is some of her best work yet! The real-life examples she uses to explain different strategic approaches to solving a business challenge help the reader clearly understand the role that advertising has in the process. Her use of modern day campaigns that don't necessarily rely on the traditional forms of advertising highlight the use of digital, experiential, and social media to create awareness of brand and communicate a message with a unique approach. It's a must-read for anyone interested in the world of advertising. Joe Zubizarreta, COO, Zubi Advertising Berman shares the recipe behind the secret sauce of advertising. She not only identifies the ingredients of a winning campaign, but she also provides strategic guidance on how, when, and where to combine those elements into advertising that engages with today's consumer. Karie Hollerbach, Southeast Missouri State University Margo Berman has written an excellent, step-by-step, how-to book for serious advertising/marketing students, as well as industry professionals. This book concentrates on the strategic thinking behind the messaging that leads to integrated, on-target, and on-strategy solutions. Berman uses both her twenty years of university teaching and her creative career to produce this easy-to-understand, yet comprehensive explanation of strategic conceptualization via audience analysis, communication messaging, media selection, and global application. A must-read for campaign strategists. Pippa Seichrist, Miami Ad School Berman provides the perfect formula for developing advertising strategies that work. Her step-by-step approach makes strategic and creative thinking one seamless effort. Each advertising strategy presented is supported with real world campaign examples and easy-to-follow how-tos. Berman's entertaining writing style and clarity of purpose make this book the perfect choice for academics and professionals alike. Patricia Mark, University of South Alabama Margo Berman's twelve conceptual strategy techniques can help anyone wanting to develop ideas. Whether it's the student taking their first advertising course or the award-winning creative director polishing ideas, knowing Berman's comprehensive conceptual strategy techniques are critical. Craig Davis, Ohio University In The Blueprint for Strategic Advertising, Margo continues to provide her trademark accessible tools that are not only relevant for those already in the communications business, but those working to break into it, as well. This latest book shares the best examples of exceptional, real-world communications to illuminate her plain-spoken, approachable analysis of advertising strategy. Tom Denari, Young Laramore About the Author Margo Berman is Professor of Advertising and Public Relations at Florida International University, USA