



Cutting Edge Advertising: How to Create the World's Best for Brands in the 21st Century

Jim Aitchison, Neil French

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In *Cutting Edge Advertising*, one of the world's leading creatives offers a step-by-step plan for creating outstanding 21st century print advertising. Along the way, he presents more than 300 of the world's best ads -- each discussed, analyzed and critiqued, frankly and provocatively, by the brilliant creatives responsible for them. Globally-respected names like David Abbott, Tim Delaney, John Hegarty, Gary Goldsmith, Bob Barrie, Neil French and Jeff Goodby -from the world's most admired advertising agencies -- share their secrets in a carefully structured, inspirational journey through the process of creating truly great advertising. No other book covers the subject so completely -from research and strategy, through concept and crafting, and beyond. This book demolishes worn-out advertising myths that may have been true in the '50s and '60s -- replacing them with 21st century techniques that work now! You'll find a full chapter on how to come up with great ideas, specific guidance on the craft of art direction and copy, and great advice for nurturing your own career in advertising. This book is a goldmine for every advertising agency copywriter, art director, and account supervisor; in-house agency; and for every newcomer to the field.

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