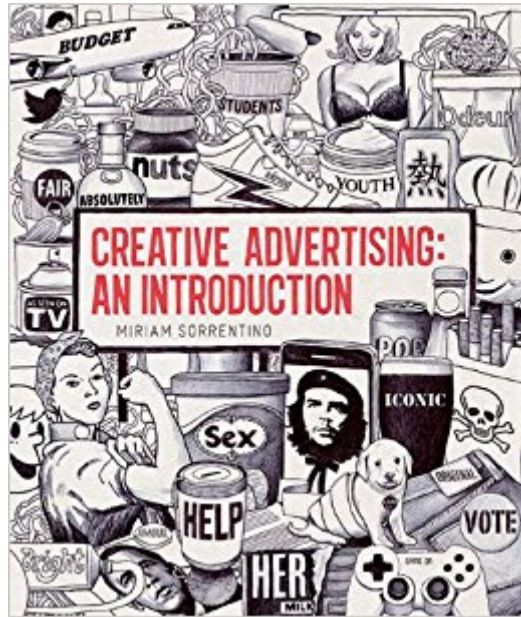


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Creative Advertising: An Introduction



Synopsis

Creative Advertising: An Introduction explores the fundamentals of advertising and branding, providing an indispensable overview of creative thinking in advertising practice. The book offers clear guidance on portfolio presentation, making contacts, and skills building, on crafting ideas in copy and art direction, and on working with others in the larger creative process. It is full of advice from some of the world's leading figures in advertising and is illustrated with numerous examples of award-winning work.

Book Information

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Customer Reviews

Miriam Sorrentino has worked as an art director for a number of London's leading agencies, including Leo Burnett, D'Arcy, Grey and Publicis, where she has created campaigns for many clients, including Fiat, McDonald's, Mars, and Epson. She lectures in Brand Communication and Advertising at The University of Greenwich, UK.

Help a lot.

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