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Pete Barry, who worked at Ogilvy London and now teaches in New York, goes straight to the basics: work out what you want to say, who you are saying it to, and how you want to say it. No amount of glossy presentation will make a successful ad if the idea behind it is unconvincing. Structured to provide both a complete course on advertising and a quick reference on particular topics, the book covers every aspect of the business, from how to write copy and choose a typeface to how agencies work ...

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Pete Barry began his career as an art director in London. He works as a copywriter in New York and teaches Advertising Design at Syracuse University. His most recent awards include a Gold Clio and an AIGA, and he was winner of the Pentagon Memorial Competition. --This text refers to the paperback edition.

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