



# Advertising Creative: Strategy, Copy, and Design

*Tom Altstiel, Jean M. Grow*

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Written in an accessible style, **Advertising Creative** has become a key resource on the most recent trends of strategy, concepts, design, and integration of media and technology. The **Third Edition** gets right to the point of advertising by stressing key principles, illustrating them, and then providing practical information students and working professionals can use. Drawing on their own personal experience as award-winning experts in the creative advertising field, Tom Altstiel and Jean Grow offer a unique blend of real world and academic perspectives as they examine relevant and cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. Indeed, this hands-on textbook takes you well beyond traditional media topics, offering engaging examples and case histories on hot issues such as digital technology and tools, diversity, and an ever-expanding global marketplace.

In the new edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their insightful discoveries reveal how brands now cut across geographic and cultural boundaries with lightning speed, and how the interplay of technology and culture, both local and global, is fast creating a marketplace that knows no boundaries. However, as cultural, geographic, and economic boundaries shift under our feet, the most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

### KEY FEATURES

- Added chapters on **Global Advertising** and **Social Media** as well as expanded coverage of digital media reflect the rapidly changing advertising industry.
- Updated throughout with **new illustrations and timely examples**.
- "Survival Guide" chapter offers **practical advice on how to land a job in the advertising business**?and advance?illustrated with student portfolio examples.
- **Dynamic four-color design throughout showcases vivid sample ads** to clearly illustrate advertising strategies and trends.
- **Engaging end-of-chapter exercises** encourage creative thinking.
- **Insightful stories from seasoned advertising creative professionals and rising stars** provide an inspiring picture of the industry.

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